

The American BALLE PUBLISHED FOR THE BAKERS OF AMERICA



Choice wheat ... mild gluten...
rigid milling controls—these make Flaky Crust
the choice of thousands of quality-minded
pie and cookie bakers. If you don't already
use Flaky Crust, now is the time to try it!



INTELLING COMPA
GENERAL OFFICES, MINNEAPOUS 2, MINNESO





True, you can't see baking quality in flour by looking at it, but you can find it in the bread such flour produces. And that's where KELLY'S FAMOUS reveals its true superiority—right in your own bread plant.

The WILLIAM

Capacity 5,500 Sacks

MELLY MILLIN Hutchinson, kansas

ILLING COMPANY
KANSAS Grain Storage 1.600,000 Bus.

Rodney

KANSAS CITY, MISSOURI



FLOUR

Boston Office:

SEABOARD ALLIED MILLING

Chicago Office:

KELLY FLOUR COMPANY

35,000 CWTS. DAILY CAPACITY

Mills at -

KANSAS CITY, MISSOURI, ATCHISON, MCPHERSON AND TOPEKA, KANSAS

Ohe American **BAKER**



May. 1960



DRESSED TO KILL—Proper work uniforms for baking plants are a must, if workers are to be prevented from maiming themselves. Also, it is the basic requirement for creating the best public image of the company, its employees and the products

Page 6

OPERATING AT A PROFIT — An address by Clifton R. Scarborough before the annual convention of the Minnesota Bakers Assn. in which the baker is advised to meet competition with quality products, sold fresh and properly merchandised; included are some pertinent suggestions on how to accomplish the job

Page 10

BULK HANDLING — The National Biscuit Co. recently converted its St. Louis soda and graham cracker plant to bulk flour handling; a report on the improvements instituted

Page 18

NEW MARKET—The family which operates the Lotus Cake Co. bakery in San Francisco has moved into advertising as a sideline, and business appears to be booming. The operation is based on the little slip of paper found inside Chinese fortune cookies

Page 22

FERMENTATION PROBLEMS—Fermentation problems are essentially the same as they have always been, only the requirements have changed; a technical report from the American Society of Bakery Engineers

Page 34

WORTH LOOKING INTO—A vast array of new products, ideas and developments is being made available to the baking industry all the time; a handy coupon is easily detached for obtaining additional information

Page 38

*

REGULAR FEATURES

Editorials	4
Do You Know?	8
The Baker's Doorbell	30
Trade Pulse	32
Convention Calendar	36
Bakeshop Troubleshooter	46
Formulas for Profit	48

ARBA EXHIBIT SPACE SOLD OUT

CHICAGO—All of the space set aside for the 1960 exhibition of the Associated Retail Bakers of America convention in Milwaukee May 22-25 is sold out, reports Fred Laufenburg, convention committee secretary. Mr. Laufenburg handled booth sales for space at the Milwaukee auditorium and was obliged to hoist a "standing room only" sign some weeks ago. From late reports, this space, too, appears to have been absorbed.

Milwaukee Ready To Greet ARBA May 22-25

MILWAUKEE—The stage is set, the program is ready and the people of Milwaukee are preparing to put their best foot forward May 22-25 to welcome visitors by the hundreds to the annual convention and exhibition of the Associated Retail Bakers of America.

Exhibit space will be packed with the latest in services, equipment, ingredients and techniques for industry representatives, and the community will offer a wealth of recreation and entertainment to bakers and their families.

One of the few non-baker speakers at the annual convention will be J. E. TePoorten, coordinator of vocational and adult education for Wisconsin schools. Mr. TePoorten also is chairman of the American Vocational Assn.

It has been noted, however, that he will speak on a subject of importance to bakers and their local associations — the training of young craftsmen in the nation's vocational schools

Prior to accepting his present position as coordinator for the Wisconsin schools of vocational and adult

(Turn to MILWAUKEE, page 8)

FTC Intensifies Efforts to Curtail Undesirable Merchandising Practices; Investigations Include Baking Firms

CHICAGO—The baking ir.dustry is numbered among those being given a "closer look" by the Federal Trade Commission in its steppedup efforts to clamp down on undesirable merchandising practices by focd firms. This information, along with a piece of advice about areas of operation to be re-examined, has been passed along to its members by the American Bakers Assn. as part of ABA's regular policy of keeping them updated on current governmental and industry activities.

Through its chairman, Earl W. Kintner, FTC has advised specific bodies, including the Senate Judiciary Committee, that in point of fact it has had 16 investigations in progress involving the baking industry.

ABA carefully points out that such investigations may not necessarily unearth any violations of law, but that nevertheless, it should serve as a warning to all bakers to be even more careful than usual in avoiding any activities which might be construed or interpreted as illegal trade practices or unfair methods of competition.

Particularly, ABA explains, bakers should review company policies on advertising allowances and discounts. Section 2(d) of the Robinson-Patman Act makes it unlawful for any person engaged in interstate commerce to pay or contract for the payment of anything of value to or for the benefit of a customer of such person in the course of such commerce as compensation or in consideration for any services or facilities which the customer may furnish, unless such payment or consideration is available on proportionally equal terms to all other customers compet-

ing in the distribution of those products or commodities.

Competing Payments

The courts have held that the word "available" requires notification to competing customers that payments are being made and may be obtained by others. For example, any baker who would give an advertising allowance to one of his customers and not make it available to all the competitors of that customer on the same terms would be in violation of the law. The same would be true in the case of discounts, unless the baker could show that the discount was justified on a cost basis or was given in "good faith" to meet a similarly low price of one of his competitors. These defenses, however, are not available in the case of advertising allowances.

FTC also has become extremely active against chain stores which have been inducing such discounts or advertising allowances on the grounds that they are unfair methods of competition under Section 5 of the Federal Trade Commission Act.

"The commission Act.
"The commission is very much aware of the pressures put on bakers and other suppliers by some chain stores for illegal concessions. They, too, may expect to feel the effects of this stepped-up enforcement policy. Formal complaints have already been issued in some cases," warns the report.

Penalties under the 1959 amendments to the law can be quite substantial, since an order of the FTC becomes final within 60 days of issuance, unless an appeal to the courts is taken. Once an order becomes final, violation can be punished with a \$5,000 fine for each violation, with each day of violation constituting a separate offense under the law. Thus, in a given situation it can be financially disastrous for a company to have to operate under a consent decree or order of the commission and then subsequently be found in violation of it.

Kansas Wheat Festival

Millers, Bakers, Growers to Tour Wheat Fields of Kansas May 25-26

DODGE CITY, KANSAS—The annual get-together of bakers, hard winter wheat millers and wheat growers will occur in this famous town of the Old West May 25-26.

The executive committee of the Kansas Wheat Improvement Assn., under the chairmanship of Earl F. Cross, Colorado Milling & Elevator Co., Denver, met here last week and made plans for the outing that annually brings important bakers from all over the country into Kansas wheat fields to get an idea of what the new crop looks like.

Even more than in previous years, the event will be aimed at attracting a greater number of wheat producers so that they can learn first hand from bakers and millers the importance of growing the right type of wheat. It will be called the Kansas Wheat Festival. The Dodge City Chamber of Commerce is cooperating with the Kansas Wheat Improvement Assn. in sponsoring the festival.

A chartered plane will leave from Kansas City at 9 a.m. Wednesday, May 25, in time to get millers and bakers to Dodge City for a special luncheon. That afternoon the group will tour wheat fields and interesting historical spots in the area.

In the evening, dinner will be served in the Dodge City auditorium for farmers as well as for the millers and bakers. There will be entertainment following the dinner, then a program sponsored by the Kansas Wheat Improvement Assn., followed by more entertainment.

Chartered Plane

The morning of Thursday, May 26, will start with a miller-baker "brunch." The program of talks will conclude in time for those returning to Kansas City to catch the chartered plane leaving around noon.

Program details for both the evening and morning sessions w'll be announced later.

Invitations were to be sent to millers and bakers around the end of April. Return cards will permit the committee to make all necessary transportation arrangements from Kansas City and hotel reservations in Dodge City.

NAFD Convention, Program Plans Announced

NEW YORK—Program plans for the annual convention of the National Association of Flour Distributors, to be held May 20-22 in conjunction with the 50th anniversary of the New York Association of Flour Distributors, have been announced.

Philip W. Orth, Jr., secretary-treasurer, reports that highlights of the program, which will be held at the Waldorf-Astoria, include the president's annual report; an open forum on problems of the flour distributors; a panel discussion on "The Past, the Present and the Road Ahead for the Flour Distributor," and committee reports.

"This is a convention that no flour man can afford to miss," said John W. Crumbling, president of NAFD. The program that has been prepared will have food for thought, discussion and action for months after the affair has passed."

The American Baker



Published Monthly for the Bakers of America

GEORGE E. SWARBRECK Editor

EDITORIAL STAFF—Kenneth Wakershauser, News Editor; John Cipperly, Washington Correspondent; A. J. Vander Voort, Technical Editor; James S. Barden, Research Director; George J. Emrich, Contributing Editor.

ADVERTISING STAFF—Wilfred E. Lingren, Advertising Director; George W. Potts, Advertising Sales Manager; Carl R. Vetter, Advertising Department Manager; Bruce A. Kirkpatrick, Advertising Production Manager; Jerome C. Whiting, Assistant Advertising Production Manager; R. Dale Swenson, Promotion Manager.

BUSINESS STAFF—Milton B. Kihlstrum, President and Treasurer; Wilfred E. Lingren, Executive Vice President; Don E. Rogers, Vice President; Paul L. Dittemore, Vice President; Donald Neth, Secretary; Harry M. Dunn, Jr., Circulation Fulfillment Manager; James G. Pattridge, Assistant Treasurer; Richard Ostlund, Office Manager; Walter O. Buchkosky, Production Superintendent.

ADVERTISING REPRESENTATIVES

EASTERN STATES—Paul L. Dittemore, Manager; James W. Miller and Archy S. Booker, Jr., Advertising Sales Representatives; Room 1101, 52 Vanderbilt Ave., New York 17, N.Y. (Tel. Oregon 9-2490).

CENTRAL STATES — Don E. Rogers, Manager; Robert M. Harrison and Amos W. Standish, Advertising Sales Representatives; 2832 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill. (Tel. Harrison 7-0515).

SOUTHWEST—Martin E. Newell, Manager; Thomas E. Letch, Assistant Manager; 612 Board of Trade Bldg., Kansas City 5, Mo. (Tel. Victor 2-1350).

WASHINGTON CORRESPONDENT — John Cipperly, 604 Hibbs Bldg., Washington, D.C. (Tel. Republic 7-8534).

EXECUTIVE AND EDITORIAL OF-FICES — 2501 Wayzata Blvd., Minneapolis, Minn. Tel. Franklin 4-5200. Bell System Teletype Service at Minneapolis (MP 179), Kansas City (KC 295), Chicago (CG 340), New York (NY 1-2452), Washington, D.C. (WA 82).

SUBSCRIPTION RATES—One year \$2, two years \$3, in U.S.A. or U.S. possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25c. Second-class postage paid at Minneapolis, Minn.

Published by
THE MILLER PUBLISHING CO.
2501 Wayzata Blvd., Minneapolis, Minn.
(Address Mail to P. O. Box 67, Minneapolis 40, Minn.)



Associated Publications—THE NORTHWESTERN MILLER, FEEDSTUFFS, CROPLIFE, MILLING PRODUCTION, FARM STORE MERCHANDISING, FEEDLOT, PROFESSIONAL NURSING HOME



Needed: A Realistic Flour Cost Card

FIGURES RECENTLY RELEASED show that two of the largest firms in the flour milling industry suffered sharp declines in their earnings in the first half of their current fiscal years. One company's earnings dipped 43% though sales slipped only 3%; another's earnings slumped 21% though sales were up 1%. A third firm, with interests in the grain merchandising business, saw profits slip 36% and part of this decline was attributed to the operations of its flour division.

This picture can be projected throughout the industry today and it is easy to see why. Millers are not charging enough for their flour.

It is true that the last complete fiscal year had some fortunate aspects which aided profits, but despite this the over-all comparison of the situation today with several previous years, none of which was satisfactory, shows that today the industry is sick. Bluntly, millers have established a pattern of not setting their price levels high enough, but this season prices have been insufferably low.

Just who's to blame for these low prices? The bakers? Let us acquit them of complicity. The blame lies with the millers themselves who lack the courage to pass on their complete cost of operation. True, some bakers are accessories after the fact for time and time again they will hold out for below-cost prices in the hope that millers will be foolish enough to accept. Who can blame the bakers? They are watching their costs, too. But the idea that competition calls for the sale of flour below cost is untenable.

It is obvious that there are some millers who do not appreciate just what costs—extra costs—they are absorbing these days. They are spending money which should be part of the price. There is a definite need for a re-appraisal of the cost card.

We are not crying the blues. But we believe that we are pointing up a lesson, particularly for those sanguine millers who base their prices on guesswork.

And in preparing the lesson let it be understood that the staffs of the mills are equally concerned in the question of costs. They have a duty to their employers and to the security of their jobs to make every effort to reduce expenditure. A split sack, a broken package can eat into profits. Of paramount importance in this connection are the operatives in the plants whose labor unions are asking, nay demanding, what appear to be excessive wage increases.

There is no question that continued advances in the labor rate have caused the unit cost per 100 lb. flour to rise considerably. Have these advances been truly reflected in the cost card? That labor is worthy of its hire is unquestioned, but there is a limit beyond which no prudent businessman dare go. Have the labor unions reached that

limit? Millers will find a sympathetic audience among the bakers for they themselves have been caught in the wage squeeze.

One case on record right now involves a list of 40 demands by grain handlers and if one sixth of these demands are met, the cost of flour would go up 5¢ per 100 lb., one miller declares.

Sanitation costs in the mills have increased enormously since 1945. So has the cost of cleaning regular freight cars and airslide cars. Are these costs reflected in the current price?

Bulk delivery is adding to the costs of the milling business. Are millers themselves absorbing some of the costs which should rightfully appear on the cost card? We have evidence that they are.

What about the cost of milling flour to the special specifications of the baker? Surely such costs should be taken into account. All too often are such requests used as a price cutting factor.

Interest rates present another important field for investigation. If credit is granted beyond a reasonable limit, the cost should be included in the cost card. Is it so included?

It is time that the millers put on their cost cards an adequate sum for depreciation. That they have not done so in the past means that the necessity to provide new machinery and equipment, as the plants rattle themselves into the limbo, is burdensome. Other industries charge a reasonable percentage for depreciation. Why not the milling industry?

Income from other sources apart, and some of that income is not certain to continue—grain surpluses will not always be with us—flour milling of itself must show a profit. Samuel Gompers, founder of the American Federation of Labor and its first president, once stated: "The worst crime against the working people is the company which fails to operate at a profit."

Only by charging a fair price, reflecting all his costs, can the miller hope to maintain the service to which the baker is entitled, let alone stay in business.

The miller, too, is worthy of his hire and millers are entitled to profit from the services they perform. If millers displayed the same kind of unflinching courage when confronting customers, or prospective customers, in determining prices, as they do when investing capital in their milling enterprises, flour milling would be in a far healthier condition than it is today.

The fact that courage has not been displayed in the past is largely, if not entirely, responsible for the present unsatisfactory situation. We are determined to face facts, as unpalatable as they may turn out to be. The bakers cannot be blamed if the millers do not have the courage to pass on their increased costs of operation.

ROC: chargannu Conti Jame and I

May

DE indus good was t annua Moun

Ba

The fi salers ing d Baker the a and to sion Baker Cec

first s

Conti

The in the today years should ahead in flou ations ment ed Mr Tod baking

This I here of ing, the "some Star much field of out, the natura" "Extra "Extra

ed by been r flavors busine In c

1960 i

"Am busine try—is est de Snydeshis ad rapher all of the 19 unpara

and do

ased

Are

bing

pear

are.

the

such

often ctor.

field

nd a

d in

cost

That

t the

quipthe

ge a

not

he

st

ne

nv

ng all

n the alone

mill-

they

of un-

rs, or es, as nilling

ealth-

played

nsible

le are s they lamed

ass on







ROCKY MOUNTAIN BAKERS-At the extreme left are Samuel Boscoe, in charge of the wholesalers' program for the Rocky Mountain Bakers Assn. annual convention; Mr. Boscoe is with the Star Bakery, Denver; Douglas Cox, Continental Paper Products Co., Denver, publicity committee chairman; James E. Chaney, Blanton Co.; Charles Adams, City Market, Durango, Colo., and N. C. Patterson, vice president, Blanton Co., St. Louis. Center photo, left

to right: Fred Linsenmaier, secretary-treasurer of the association; Joseph Kehoe, retiring president; Donald Blanchard, president, and E. L. Montgomery, first vice president. L. D. Click, second vice president, is not pictured. In the picture at the right are, left to right: Albert Woodruff, Home Bakery, Fort Collins, Colo.; Larry Teeple, Standard Brands, Inc., Denver; E. A. Miller, White Kitchen Bakery, Colorado Springs, Colo.

Baking Industry Can Remain on Top, Speaker Tells Rocky Mountain Meeting

DENVER - Business in the baking industry will remain good—just as good as bakery owners make it. That was the opinion expressed at the 34th annual convention of the Rocky Mountain Bakers Assn., held in the Continental Denver Motor Hotel here. The first business session—the wholesalers' program — was held the opening day. Joseph Kehoe, Interstate Bakeries Corp., Denver, president of the association, opened the session, and turned the chair over to the session. sion chairman, Sam Boscoe, Star Bakery, Denver,

Cecil Pinney, consultant, was the first speaker. His subject was "Ingredients-1960."

There has been great improvement in the ingredients used by bakeries today compared with those of 20 years ago, he said. Bakery owners should plan for still more changes ahead. There have been changes made in four coll in four of the state of the same of the in flour—all in favor of bakery oper-ations. There also has been advancement in the dry egg solids field, added Mr. Pinney.
Today 20% of all eggs used in the

baking industry are dry egg solids. This percentage will advance from here on out and, to his way of thinking, the dry egg solid chemists have "something to crow about."

Starch chemists have contributed much in their field, he stated. In the field of flavors, Mr. Pinney pointed out, there is a call to go beyond the natural flavor in bakery products. "Extra flavor, plus," is being demand-ed by customers. Ingredients have been made possible to boost natural flavors. "Bakers are in the flavor business," he said.

In closing he asked, "Are we, as 1960 bakers, taking full advantage of 1960 ingredients?"

Historic Decade

"American business-all American business including the baking industy—is approaching one of the greatest decades in history," said Harold Snyder, Baking Industry, Chicago, in his address. "Economists and demographers, whose business it is to study all of the signs, tell us that during the 1960's we will have a decade of unparalleled growth, of extraordimary improvement in incomes and living standards, of expansion in foreign and domestic markets that will dwarf anything we have experienced in the history of this great country," said Mr. Snyder.

Directors elected for a two-year period were: Richard Knight, Macklem Baking Co., Denver; Don Blanchard, Mrs. Hurd's Bakery, Denver; Garland Long, Rainbo Bakeries, Pueblo, Colo.; E. L. Montgomery, Golden Cream Do-nut Co., Denver; L. D. Click, Rainbo nut Co., Denver; L. D. Click, Rainbo Bread Co., Denver; Sam Boscoe, Star Bakery, Denver, Orrill Newcomb, Newcomb's Bakery, Denver; Joseph Kehoe, Interstate Bakeries Corp., Denver; Robert Lines, Anheuser-Busch, Inc., Denver; Larry Teeple, Standard Brands, Inc., Denver; Doug-las Cox, Continental Paper Box Co. and Maurica Rust Bust Sales Co. and Maurice Rust, Rust Sales Co., Denver.

Eddie Gonzales, Jr., Miller Super Markets, Denver, was elected to fill out the unexpired term of Andrew Keleher, who has left Bender's Bakery, Denver, and entered another in-

Holdover directors are: Fred Kaeding, Mayflower Doughnut Corp., Dening, Mayflower Doughnut Corp., Denver; Don Fisher, Fisher Baking Co., Salt Lake City; James Holmes, Jr., Western Bakers Supply Co., Denver; R. O. Harris, Colorado Milling & Elevator Co., Denver; Eddie Gonzales, Sr., Miller Supermarket, Denver; C. J. Downing, Town Talk Bakers, Denver; John We'sz, Weiss Bakery, Denver; Ivan Schuster, Schuster's Bakery, Pueblo, Colo.; Gene Sneesby, Bunny Bread, Casper, Wyo.; Vernon Dahl, Denver Flour Mills; Harold Carpenter, Interstate Brokerage Co., Denver.

Governors-at-large: Tim Campbell, Holsum Bakers, Grand Junction, Colo; Chas. Kendall, Marx Baking Co., Lamar, Colo.; Vic Colony, Vick's Bakery, Grand Junction, Colo.; Harry Liggitt, Rust Sales Co., Denver; Chas. Love, Sherman-Love Foods, Denver; W. F. Edwards, Bowman Biscuit Co., Denver; Chas. Fichthorn, Noebel Mercantile Co., Denver; Dan Schneider, Archway Cookie Co., Denver; Jim Knox, Red Star Yeast & Products Co., Denver; William Vollmer, Vollmer's Bakery, Denver.

Officers Named

Officers for the ensuing year: Donald Blanchard, Mrs. Hurd's Bakery, president; E. L. Montgomery, Golden Cream Donut Co., first vice president;

L. D. Click, Rainbo Bread Co., second vice president; Fred Linsenmaier, Linsenmaier Bakery Service, secre-tary-treasurer, all of Denver.

A film, "History and Facilities of the American Institute of Baking," was shown at the opening afternoon session. Commentary was by Miss Virginia Marx, AIB's field staff.

Ralph Horst, Denver director, The U.S. Food and Drug Administration, had for his subject, "Food Additives and Sanitation." He paid tribute to bakeries in the Rocky Mountain area for their efforts in operating sani-tary plants. "Your industry is doing a great job in policing the baking industry," he said. "You are producing fine products—let's keep them that way."

The second day's session was devoted to the retailer. Don Blanchard was session chairman.

The meeting opened with a demonstration of the operation of the Anets Sheeter and Moulder with Herman Gulkin, Frost Bakery, Denver, show-ing how this machine is a time-saver for the small bakery. He was assisted by John Ditmar, Durkee Famous

Roberta Lamb, Fleischmann Division, Standard Brands, Inc., talked on "Salesgirl Training." She said the sales girl is 100% responsible for customer relations. Since the customer is the most important part of any bakery business it behooves bakery owners to see to it that their sales girls are properly trained, and to make use of their training.

Following lunch Hamlet Barry, a Denver attorney specializing in insurance, explained the group insurance plan that is being put into effect by the Rocky Mountain Bakers Assn.

Demonstration

Inga Gulkin, Frost Bakery, Denver, conducted a cake decorating demonstration.

The final feature of the session was a panel discussion. On the panel were John Ditmar, Durkee; Jack Snyder, Snyder Bakery Service; Al Spearman, Snyder Bakery Service; Al Spearman, Anderson-Clayton Co., and Harry Brody, Swift & Co. One feature stressed the value of health bread for the retailer. The retailer was advised to make this bread to take care of his customers who are diet conscious, and to inform doctors of the feet and to inform doctors of the fact that this type of bread is for sale.

Questions as to different problems in baking asked by bakers present were answered by panel members.

Mrs. Inga Gulkin, Frost Bakery,

won first prize in the novelty cake

decorating contest. Vick's Pastry decorating contest. Vick's Pastry
Shop, Grand Junction, Colo., was second and the White Kitchen, Sterling,
Colo., took third honors.

In the floral design class, prizes
were awarded as follows: Weiss Bakery, Denver, first and second prizes;
White Kitchen Bekery, third

White Kitchen Bakery, third.
Judges of the cake decorating contest were Margery Barrett, Rocky
Mountain News Food Editor; Mary W. Morgan, Opportunity School, Denver, and Germain Fressard, pastry chef, Hilton Hotel, Denver.

Convention attendance was about 400 of which two thirds were bakers.

Paul Guignon Named To Anheuser-Busch Vice Presidency

ST. LOUIS-Paul C. Guignon has been appointed divisional vice president of bakery products sales for Anheuser-Busch, Inc., it was announced by August A. Busch, Jr., president.

"Mr. Guignon has done an out-

standing job for the company in bakery products sales and the manage-ment recognized his ability and performance by elevating him to the po-sition of divisional vice president," Mr. Busch said in making the announcement.

Mr. Guignon has been with An-(Turn to ANHEUSER-BUSCH, page 50)



Paul C. Guignon

histo

plan

Broe

gave its f

he s

(Me

with

retir

How to Select the Proper Work Uniform

By JOSEPH KIRSHBAUM

Uniforms for Bakery Personnel Can Kill or Save—the Correct Choice Rests with the Employer

LEANLINESS and sanitation are enormously important in the baking industry. So is public relations. One of the best ways to build business and create a good impression among potential customers is to dramatize the fact that your bakery is spotless and clean, a fact long realized by leading and successful bakeries everywhere.

Work uniforms can do a good job of helping "sell" this image of your bakery to the public.

An interesting example of the way cleanliness can pay off in business is given by the experience of a Pittsburgh coal company—which dramatisanitary conditions in your bakery. Experience has shown that all too often, when workers supply their own uniforms to report on the job, they use garments "not good enough for anything else." Such clothing is a long way from meeting the kind of sanitary standards that the modern bakery requires.

Public Relations Values

Closely allied with cleanliness are the public relations values of work uniforms. They are neater and cleaner, a fact which the public notices approvingly.

It is especially important that em-

Uniforms can play an important role in promoting business. Furthermore, the right uniform can improve on-the-job safety in the bakery. It will create a good impression with the public and advertise your company. Mr. Kirshbaum, the author, is president of the Institute of Industrial Launderers, Inc.

cally increased its sales by demonstrating to the public, through the use of uniforms, that its coal was clean. The company dressed its deliverymen in spotless white uniforms. When the public saw that the deliverymen stayed clean, they were convinced that the product was clean, too. Sales shot dramatically upward.

If this can be done for a coal company, how much more important it is to a bakery where the product is food for human consumption!

Uniforms have many advantages in the bakery field. The most obvious is cleanliness. Dirt and germs simply cannot hitchhike into a bakery on the clothing of a frequently laundered, well designed work uniform. On the other hand, if employees furnish their own garments, this may be the only area of operation where you do not have control of the

ployees who deal with the public should have the benefit of a neat, clean uniform—which has the "plus" value of your company emblem to identify it.

Every driver-routeman, for instance, is seen by thousands of persons each week. If he is not in an attractive uniform with your company emblem on it, you are missing the greatest opportunity for free advertising that is available.

Missing this opportunity to transform driver-routemen (as well as other employees who deal with the public) into living, walking advertisements can be costly in more ways than one. If such employees are not the type of representatives by which you would like the public to know your business, they can do a great deal of harm.

A sloppy-looking, unkempt bakery routeman can easily create the impression that all of the company's employees are that way. People are (justifiably!) mighty fussy about what they eat. A single bad impression can leave the onlooker with a feeling that he would not like to be a customer of such a company.

Fortunately, bakeries have long appreciated this and are in the fore-front of the ever-increasing trend of American business toward work uniforms.

Instead of telling you why work uniforms are a good thing for any bakery (all you need to do is look around at any progressive bakery to appreciate the truth of this fact!), let me suggest some things which it might be well to consider in selecting work uniforms for employees.

The Importance of Safety

Although the public relations value of a neat, attractive uniform is perhaps its most obvious recommendation, the most important reason for putting employees in uniform is safety.

Uniforms can do much to remove the safety hazards men meet on the job. The trade association of which I am president, the Institute of Industrial Launderers, has long been active in this field. It works closely with the National Safety Council, the American Standards Assn., and other groups in drawing up standards for safe work garments. Our member companies are constantly seeking ways of making work uniforms safer.

Work garments are far more clessly related to accidents than it might appear. Poorly designed uniforms, or work clothing furnished by the employees themselves, have many "builtin" accident hazards.

in" accident hazards.

Take the matter of falls, for instance, a common cause of accidents in any industry.

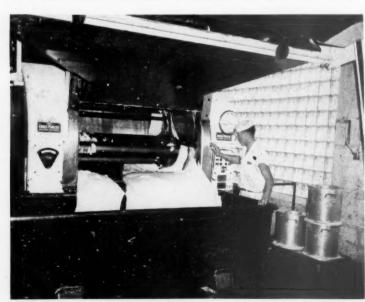
Do your employees have cuffs on their trousers? If they do, they are



Before: Even maintenance workers should be in uniform. This picture demonstrates how they should not look. Oil-soaked clothing is a fire hazard. Irritating substances may give workers skin rashes and infect small cuts.



After: It is clearly evident from this picture the difference made by a simple uniform. The man is safer and cleaner, and h's morale and self respect are higher, too.



Neat, clean uniforms fit well with the neat, clean surroundings of a modern bakery.



Clean uniforms do not have accident hazards. Furthermore, they do not let dirt or germs hitch-hike into the bakery.

ture

fire

ifect

by a

If re-

Southern Bakers' Annual Convention Registers All-Time High Attendance; Board to Honor Top FSU Student

HOLLYWOOD, FLA.—The Southern Bakers Assn.'s 46th Annual Convention at Hollywood-By-the-Sea drew the largest registration in SBA history, and those attending enjoyed perfect spring weather.

More golfers than ever participated in the golf tournament. There were planned games for those interested. Shuffleboard again proved popular, as well as fishing and sight-seeing. Grey-

FIRST CHAIRMAN — C. Stuart Broeman, first chairman of the board of trustees, Southern Bakers Assn. University Fund, Inc. (left) is being congratulated by Benson L. Skelton, SBA president. An engraved wrist watch is being presented to Mr. Broeman on behalf of SBA for the splendid leadership Mr. Broeman gave the baking school program from its founding in 1950 until 1955, when he served as chairman of the trustee fund. Mr. Broeman served as president of American Bakerles Co. (Merita Division) for many years, with offices in Atlanta, and later served as vice chairman of the board of American Bakerles. Recently he retired. He and Mrs. Broeman make their home at Bal Harbour, Fla.

hound racing and Jai-Alai both were well received. Dancing and entertainment were scheduled two evenings, and the annual banquet had an overflow attendance.

The board of trustees meeting of the Bakers University Fund, Inc., was called to order by G. G. Grant, trustee chairman. Favorable action was taken by the board of trustees relative to the baking department at Florida State University.

The board of governors' meeting was called to order by Chairman R. H. Bennett, and the governors voted unanimously to award a gold engraved watch and a plaque to the most outstanding student in the Baking Science and Management Department each year. Student may come from the freshman, sophomore, junior or senior class. The first recipient will receive the award at the close of the current school year.

The allied breakfast was called to order by R. O. Jackson, Jr., president of the Allied Assn. Donald Smith, immediate past chairman of the SBA and son of Gordon Smith, Sr., read an appropriate poem, which was composed by Mr. Smith, who was the second president of SBA.

Business Session

The business session was called to order by F. Bernard Evers, Jr., general convention chairman. A short memorial service was held for departed members, and a prayer was said by Neal Timberlake.

by Neal Timberlake.
R. H. Bennett, chairman of the board, introduced James C. Harrison, whose topic was "Humanological Advances."

President Benson L. Skelton introduced R. R. Rabon, traffic manager for Campbell-Taggart Associated Bakeries, Inc., Dallas, Texas. Mr. Rabon gave a vivid description of the "Grain Rate" Case, and all of its ramifications since SBA first became interested in this case in 1953. The injunction obtained by SBA against the railroads' increasing flour rates has saved the bakers in the Southeast millions of dollars since October,



SBA CROWNING—R. H. Bennett, Atlanta, is being crowned "head baker" by Donald Smith, Mobile, Ala., as Mr. Smith places baker's cap on the 1960 chairman's head. Around his neck is a string of hard rolls and he is wearing a white baker's coat. This ceremony was performed at the business meeting during the Southern Bakers Assn. 46th annual convention at the Hollywood Beach Hotel, Hollywood, Florida. Left to right are Benson L. Skelton, president; Mr. Bennett, chairman of the board of governors; Donald Smith, Mobile, Ala., immediate past chairman of the board and currently serving as vice president, and Bernard Evers, Jr., Nashville, general convention chairman.

1953. The injunction is still effective and bakers were urged to assist in financing the continuance of the case, since it means savings to bakers in the South.

The ladies' "Get Acquainted Luncheon" was held, with Mrs. Bernard Evers, Jr., Nashville, Tenn., presiding as chairman of the ladies entertainment committee. She was assisted by Mrs. Bennet C. Bost, Mrs. Joe R. Harrison, Miss Esther Medina and Mrs. Gordon Smith, Jr.

Mrs. Evers arranged a musical program, and the ladies sang selections from "My Fair Lady," with special words. Ladies who participated in the singing were Mrs. Bernard Evers, Jr., Mrs. Joe C. Harrison, Mrs. Clay Pennick and Mrs. Howard Mercer. Jack Lanum acted as master of ceremonies for the occasion, Door prizes and favors were given out.

The Allied Hospitality Hour was held, followed by the annual banquet. Dr. William H. Jones, Emory University, Atlanta, spoke on the subject, "Science Poses New Problems." Dr. Jones spoke of the important part science is playing currently in the progress of the world. Dr. Jones at one time directed a laboratory for uranium processing at Oak Ridge, Tenn.

Honored Guests

C. Stuart Broeman was honored in the printed program and he and Mrs. Broeman were seated at the head table during the banquet. Mr. Broeman was presented with a gold engraved wrist watch. In making the presentation, Benson L. Skelton, SBA president, said, "This is a small token of appreciation for the wonderful leadership Mr. Broeman has given (Turn to SOUTHERN BAKERS, page 44)



GOVERNORS MEET—The board of governors met during the Southern Bakers Assn.'s 46th annual convention at Hollywood-by-the-Sea in Florida-Left to right: William J. Rains, Rainbo Bread Co., Lexington, Ky.; R. W. Westerstrom, Colonial Baking Co., Atlanta; Benson L. Skelton, Atlanta, president; Frem F. Boustany, Huval Baking Co., Lafayette, La.; Donald Smith, Smith's Bakery, Inc., Mobile, 1959 chairman of the board of governors, presenting the gavel to R. H. Bennett, Criswell Baking Co., 1960 chairman of the board; Neal Timberlake, Swan Brothers, Inc., Knoxville, Tenn.; William P. McGough, McGough Bakeries Corp., Birmingham, Ala.; G. G. Grant, Atlanta, American Bakeries Co.; Bert Frields, Miami, Royal Baking Co., Inc., and Roy R. Peters, Butter Krust Bakeries, Inc., Lakeland, Fla. On the board, but not pletured, A. G. Peeler, Bamby Bakers, Salisbury, N.C.



ORIGINAL BOARD—Some members of the original board of trustees of SBA's University Fund, Inc. (1950), meet during the SBA convention. Seated left to right: Ogden A. Gelifuss, Atlanta; R. H. Bennett, Atlanta, 1960 chairman of the board; C. Stuart Broeman, Bal Harbour, Miami Beach, who served as the first chairman of the board of the University Fund and Leland E. Holley, Atlanta; left to right standing: W. E. Long, retired, Sarasota, Fla.; Dr. Doak S. Campbell, Tallahassee, president emeritus of Florida State University; Benson L. Skelton, Atlanta, SBA president; Jodean P. Cash, South Miami, Fla.; Dr. L. A. Rumsey, Hickory, N.C., first director of the Baking Science and Management Department. He retired from the University last

Speakers at MBA Convention Stress Current Theme, 'Better Bake BETTER!' DO YOU KNOW

ers Assn. held its annual convention here May 2-3, with speakers. allied tradesmen and all concerned centering their remarks and activities around MBA's slogan—"Better Bake BETTER!" Under the chairmanship of Alois Eibner, Eibner's Bakery, New Ulm, MBA president, and James Hall, Egekvist Bakeries, Minneapolis, program chairman, the two-day session presented as excellent an array of speakers on industry topics as has appeared in recent years.

In opening the first convention session the afternoon of May 2, Pres. Eibner cited current economic forces operating in the baking industry and called for a strong association effort and "togetherness" in meeting the challenge

Harold Snyder, editor of Baking Industry, Chicago, speaking on "The Decade of Decision," said there should be much optimism in the baking industry as American business enters a decade which promises unparalleled growth. He reviewed the predictions of several economists on the gains the economy will make in the '60's and suggested how the baking industry could tie in with these opportuni-

"The opportunity represents a big market challenge," he said. "But the challenge must be recognized before it can be met. The 1960's hold out more economic incentives than any period before in our history

He reviewed the areas of operation in the baking industry in which he said there was need for study and

"Improvements in the marketing and distribution procedures of the industry are needed," he said. "It is time to serve the convenience of the consumers. The population of the country in 1970 will be 25% greater than it is currently, and spending power will be 55% greater than it is now. The business will be there potentially if we are alert enough as an industry to take advantage of this potential."

ELECT OFFICERS

ST. PAUL-Hartvig A. Anderson, Minnesota Paper & Cordage Co., Minneapolis, was elected president of the Minnesota Allied Trades of the Bak-ing Industry May 2 at a business meeting of the organization held during the Minnesota state bakers convention here. His term will begin this fall. Carl Anderson, Glaco Twin Cities, Minneapolis, was named vice president and Elmer E. Hoelscher, Standard Brands, Inc., Minneapolis, was re-elected secretary-treasurer. Named directors for the coming year, with terms beginning in September, were Stan Jordan, King Midas Flour Mills; Asa Peer, Bergy Materials, Inc., and Ken W. Wakershauser, The Miller Publishing Co., all of Minne-apolis. Dick Schoep, Choice Foods, Inc., Minneapolis, currently president of the group, will serve as a director next year, in accordance with the by-laws. Approximately 85 allied tradesmen attended the allied luncheon held during the MBA convention at the Hotel Lowry. Featured speaker was William Curtis, public relations director of Hamm Brewing Co., St. Paul, who spoke on "The Citizen's Part in Good Government."

Mr. Snyder suggested that the consumer will demand better quality in bakery foods and urged that the industry meet this challenge by supplying what the consumer will be looking for and expecting.

He also urged individual bakery operators to support industry-wide projects such as the Bakers of America Program and the American Institute of Baking for their value to the industry as a whole as well as to individual firms.

Glen Bronson, Minneapolis sales consultant, addressing the first aft-ernoon session, pointed out the importance of properly trained, courteous employees in building a successful

'You can't build a big business with

little people," he said. He urged the bakers to pay careful attention to the "people" businesses and cited examples of how positive attitudes among employees return values to a business manyfold.

Supermarket Panel

One of the highlights of the opening day's sessions was a panel dis-cussion on "Supermarket Opera-tions." It was moderated by Parke Heffern, Emrich Baking Co., Minneapolis. On the panel were Chris. Ege-kvist, Egekvist Bakeries, Minneapolis; Jerry Hammink, Jerry's Bake Shop, Minneapolis; Gil Gustafson, Gustafson's Bakery, Duluth, and James Paterson, Hovander Foods, Hopkins.

Each speaker on the panel, representing a particular segment of the baking industry, described his position-whether strictly retail, wholesale or a combination of both-and related it to supermarket operations.

One of the highlights of the second day's activities was a roundtable discussion, "Stump the Panel," in which production problems were brought to the panel for solution. In charge of panel was Joseph Becker, Swift & Co., St. Paul. The panel was moderated by William Ogilvie, the Pillsbury Co. Speakers were Nicholas Strenglis, Rainbow Pie Co., St. Paul; Charles Clark, Lakeland Baking Co., St. Cloud, and Bill Richards, the Brolite Co., discussing wholesalers' problems. To handle retail problems were Joseph Bohunko, Webber-Barlow Super Valu Bakery, Crystal; Eugene Yuetter, Yuetter's Bakery, Alexan-dria, and John Bangs, head of the retail bakery department for Red Owl Stores.

Panel Questions

The questions asked included procedures to be followed to eliminate rubbery crusts on hearth breads and hard rolls when packed in polyethylene bags. The consensus was that the bags should be punctured, or perforated bags can be used to let in air. This, it was explained, tends to stale the products faster but leaves a crispier crust.

The other topic given considerable time was the manner in which cooked pie fruit can be retained without cloudiness in the refrigerator for several days. After considerable discussion, the answer appeared to be use of a pre-gelatinized starch.

Another subject on the production panel was "What causes and raw spots on pumpkin pies?

There were several answers given: (1) the wrong kind of pie tin-if the tin is completely smooth on the bottom-it doesn't let the hot air circulate properly; (2) carbon forma-



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

- 1. It is usually recommended that the proper temperature for proofing bread should be about 95° F. and the humidity should be 80-85%
- 2. A bushel of good wheat will produce about 43 lb. straight flour.
- 3. Pie fruits, when cooled in a vacuum cooler, do not lose any flavor.
- 4. "Breakfast" cocoa must not contain less than 22% fat and bitter chocolate not less than 50% fat.
- 5. A newly-milled flour requires more mixing time than flour milled from the same wheat 6 or 8 mo. after harvesting, when making bread.
- 6. In conditioning new bread pans, it is harmful to use an oven having a temperature of 450-475° F
- 7. The average 1 lb. loaf of graham bread contains about 1.000 calories.
- 8. Overheating fondant used for pouring over small cake squares causes it to lose its gloss.

tion on the oven hearth will cause cold spots and blistered, raw spots, and (3) a filling that is too cold will cause this trouble.

One question failed to draw an answer: "How is an angel pie properly The panel admitted it was stumped.

There were several answers to the question, "How can a baker get a proper return on his own pies using fresh frozen fruits?" The general opinion was that the pies must be made to satisfy customer demand, but that the baker can't come out profit-wise.

Cake Demonstration

Early May 3, McKinley Wilton, head of the Wilton School of Cake Decorating, Chicago, showed three dimensional pictures of practical cakes which the baker can make without special artistic talent.

Parrish, Durkee Foods, Chicago, worked on French puff pastry and exhibited a complete display along with explaining proper puff pastry makeup.

Mr. Becker made up torte cakes and displayed 20 different varieties. He gave reasons why bakers can benefit from making torte cakes: (1) They offer good opportunities for display; (2) they add color to the whole bakery and definite business prestige because of being luxury items. Mr. Becker preceded his pres entation with a two-week survey of torte baking in Wisconsin and Illi-nois. The consensus was that, from the bakers interviewed, the housewife is being educated continually to the merits of finer bakery products—and demands them regardless of cost.

Annual Banquet

Minnesota bakers closed their convention with a cocktail hour, courof the Minnesota Allied Trades of the Baking Industry; the annual banquet—where attendance was approximately 400 persons-and a floor show.

- 9. The crust for making high-grade pies usually contains about 60% shortening based on weight of the
- 10. In baking bread, high pressure

steam should be used in the oven to obtain a nice gloss on the top crust

- 11. When frozen egg yolks are gummy, the beating quality can be improved by adding a little water to thin them
- 12. For best results, sheets dough for cinnamon rolls should be washed with egg wash rather than melted shortening when retarding these products.
- 13. When a cookie dough formula calls for pastry flour, but cake flour is used instead, no difference will be noticed in the finished product.
- 14. Some bakers add a amount of cream of tartar or cream of tartar substitute to their white cake mixes, as it seems to produce a somewhat whiter crumb color
- 15. Dextrose (corn sugar) does not cream up as light in a cake or cookie dough as fine granulated sugar.
- 16. Mineral oil is generally recommended for greasing dough dividers.
- 17. By using vinegar in the doughs, moldy bread can be eliminated.
- 18. There is no difference in the use of cane or beet sugar for allaround baking.
- 19. The salt content of a pie dough should be based on the amount of shortening used.
- 20. A good grade of short patent flour contains more protein than a good grade of whole wheat flour.

MILWAUKEE

(Continued from page 3)

education in 1935, Mr. TePoorten was director of the Cudahy Vocational and Adult School for 12 years.

Allied Speakers

The allied trades luncheon which is being sponsored jointly by the na-tional Allied Trades of the Baking Industry organization and a group of Milwaukee allied tradesmen headed by Lew Johnson. Red Star Yeast & Products Co., and M. A. Lee, Procter & Gamble Co., allied program chairman and co-chairman, will be held at 12:30 pm., May 24, in the market hall of the Milwaukee Auditorium The guest speaker, whose topic will be "Desire, Determination and Devotion," will be introduced by an officer of ATBI. Phil W. Orth, Jr., will serve as teastmaster.

Another speaker for ARBA's allied trades luncheon w'll be Harold Goodnough, sales promotion manager and good-will ambassador for the Milwaukee Braves baseball team.



Millers of Fine Bakery Flours

cts ght ing the

ure 1 to ust.

r to

l be ding

ream vhite duce

comiders.

ughs,

n the

dough nt of

han a

ational

hich is

he na-Baking

roup of

headed

east & chair-e held

market torium.

Devo-officer

ll serve

A's al-

Harold anager for the BAKERY SALES HEADQUARTERS

HIGGINSVILLE, MISSOURI

TELEPHONE-LUTHER 4-2133

MILLS LOCATED AT

ARKANSAS CITY, KANSAS

CHATTANOOGA, TENNESSEE

Milling Capacity-18,000 Cuts. Daily

DIXIE-PORTLAND FLOUR MILLS INC., MEMPHIS

'They Won't Pay That Price Here'

By CLIFTON R. SCARBOROUGH

Bakers: Your products will sell if they are made right, sold fresh and priced fairly.

R. CHAIRMAN, members of the Minnesota State Bakers Assn., ladies and gentlemen: The first comment I wish to make is that I am grateful to your program committee for this invitation to come here, to the bread basket of the world, and be a part of this program. Your theme, "Better Bake Better," is certainly one that challenges all of us who have a stake in the future of the baking industry.

In a certain way, I feel that this

EDITOR'S NOTE: Mr. Scarborough is sales manager of S. Gumpert Co., Inc., Jersey City, N.J. His address was presented before the annual convention of the Minnesota Bakers Assn. held in St. Paul May 2 and 3.

great state of Minnesota, and particularly this city, is the central headquarters of all bakers everywhere. Here is where the basic raw materials and many of the original ideas are produced. When I stand here and talk to this audience, I feel that I am very close to the hard core, to the fountainhead of the baking business. And for this reason, if for no other, I feel at home. For I am myself a baker, first and foremost, although my present duties consist more of selling materials to bakers than of actual shop work.

Much of the shop work that falls to the bakers, such as myself, who travel around the country calling on all sorts of baking establishments, consists largely of the so-called service work. We are asked to correct production troubles occasionally, but more often we assist in the development of new products. And it is from this background that I have drawn inspiration for my theme today: "They won't pay that price here." I have heard this protest, in all its negative, pessimistic, frustrating meanness, so many, many times that I am almost afraid any more to undertake the development of first-rate baked foods.

I hear this protest from bakers of all classes and from every point on the compass, even from some of the most successful. In this world of expanding markets, long-range distribution facilities, increasing population and high personal incomes at all levels, this dismal refrain—and its counterpart—"that product won't sell in my market"—have the sound, the cadence and the rhythm of a death knell in my ears.

death knell in my ears.

It is, unfortunately, common practice today for many bakers to approach the development of new products in reverse gear. As a service man I was frequently asked to make the product to suit the price that the customer was deemed willing to pay.

This request takes on, at times, grotesque proportions. Only last month one of our salesmen was asked to supply a formula that would produce yeast doughnut dough for 5¢ lb. in the bowl. This was a request made by a baker who hoped thereby to

gain access to an already developed existing market in his community, a market that had been built and nourished on quality doughnuts. I can think of no more effective a method than this to go about destruction of consumer acceptance of doughnuts in that community. Such projects as this seldom get off the ground, but sometimes they do; and then it is the entire industry that suffers.

All Face Facts

I think that we must all face facts. Unless we maintain a realistic attitude in the appraisal of marketing problems, we can not hope to build volume business. Realism nearly always results in compromise when balancing quality against cost. But this compromise can be slanted to the advantage of the product. This is especially true with respect to labor costs.

Very often, by taking thought, it is possible to go all the way on the raw material quality but to streamline production procedures through minor adjustments in shape or form to effect the desired result, which is to give the consumer a high quality product, delicious to eat and enjoy, at a price that seems to offer a fair

There are many such opportunities open to those who are willing to take thought, always with this end goal of best possible quality at the point of final consumption. In most baked foods, "freshness is quality," and a good item of baked food is even better when served up crisp or warm to the ultimate consumer. To do this, ingenuity is needed. I am reminded here of my Boston friend who, recognizing in the common pop-up toaster a singular opportunity for serving up hot breads, set about developing a line of baked foods designed to exploit this commonplace and universal household appliance. That his sales have been astronomical is well known and not surprising, but it is hard to understand why no-body had thought of this before.

How much better to bring out and emphasize the good ingredients and baking skills than to have the products served up, piping hot, at the moment of final consumption! I do not have to stand here and recite a long list of such possibilities for the us of creative ingenuity as are available to you. You are far better qualified to do this than I am, but I can point out the essential fact herewhich is that we have barely scratched the surface, perhaps be-cause we are too deeply rooted in tradition, in developing our full potential. It is clearly within our scope to devise methods of attracting business, other than by reducing prices at the expense of quality.

Returning for a moment to my title, "They Won't Pay That Price Here," I have to ask, "Who says?" The only one who has the right to make such a statement is Mrs. Housewife. But somebody else is forever getting into the act, putting words in her mouth, often words that she would vehemently deny if given the

chance. Please, for a moment, imagine yourself in a good bakery in any city. The store is bustling with customers and sales girls; the cases are attractive with trays of tempting cakes and pastries, and the cash register is ringing out a merry tune. In the back, the proprietor and his In the back, the proprietor and his staff are busily engaged in the various stages of production, making these good things for people to eat. The proprietor is a skilled craftsman and he is proud of his merchandise; he makes it of good materials and combines them with loving care. This combines them with loving care. This is a scene of prosperity and good will. Such scenes are happy ones, produced by a rapport between the baker and his customers. These customers buy from the baker because they enjoy his products and believe them worth prices that he asks; but occasionally some customer will turn out to be the exception. There is a squawk about the price. Back comes the salesgirl to report this complaint. She repeats the harsh words and, perhaps, adds to them a little. The proprietor listens, and remembers. No word is ever relayed to him con-cerning the hundreds of satisfied customers who cheerfully pay his honest prices, who appreciate the values that they find in his store—he never hears a word about them; he hears only the bickerings and protests of the miserable few, who probably lack the taste and judgment to recognize quality in baked foods. When the proprietor continues to receive these reports, whenever voiced to the salesgirls, and never hears a word in rebuttal, passed by his satisfied customers, his perspective can very easily become distorted. Soon this baker can become convinced that his market demands cheaper merchandise; he can thus become conditioned to a negative, bitter attitude and say, "They won't pay that price here."

World of Transition

We are living in a world of flux and transition. Everywhere I travel across the broad face of this nation, from Austin, Texas, where I had the pleasure of speaking to a group of bakers recently, to Portland, Ore., where I addressed a similar group two days later; from tradition-bound Boston to burgeoned Florida, I see tremendous growth. Populations are expanding in all directions; and with this population explosion are brought demands for goods and services. New homes to build and furnish; mouths to feed; children to educate and roads to string across the nation. Change is the result of the "number" of per-sons experiencing life as much as it is a function of time. In America we are blessed fortunately with the wealth necessary to support this fantastic growth. In every home a television set, an electric refrigerator with freezing capacity; in every garage an automobile. Even more, we have just about completed the con-quest of distance; no longer are communities peopled with native sons, but instead are hosts to populations that shift as industrial needs dictate. Indeed, our generation has already witnessed a degree of change in the



C. R. Scarborough

habits and customs of people as might normally have been expected to require an epoch or an era. All this change adds up to a vital challenge to those of us who are engaged in the enterprise of supplying the nation's food. We are in a fast game and the stakes are high. We must step with the rhythm of the times or lose our ventures.

"But how does all this change affect us?" you might ask. "What can we do about it?" Ladies and gentlemen, I would not presume to stand here and tell you that I have the answers to these important questions on the tip of my tongue. If I had them, I would hire out as an oracle. But I "do" get around, and I can tell you something about the trends, about what others are doing to meet the conditions that I have outlined so briefly here.

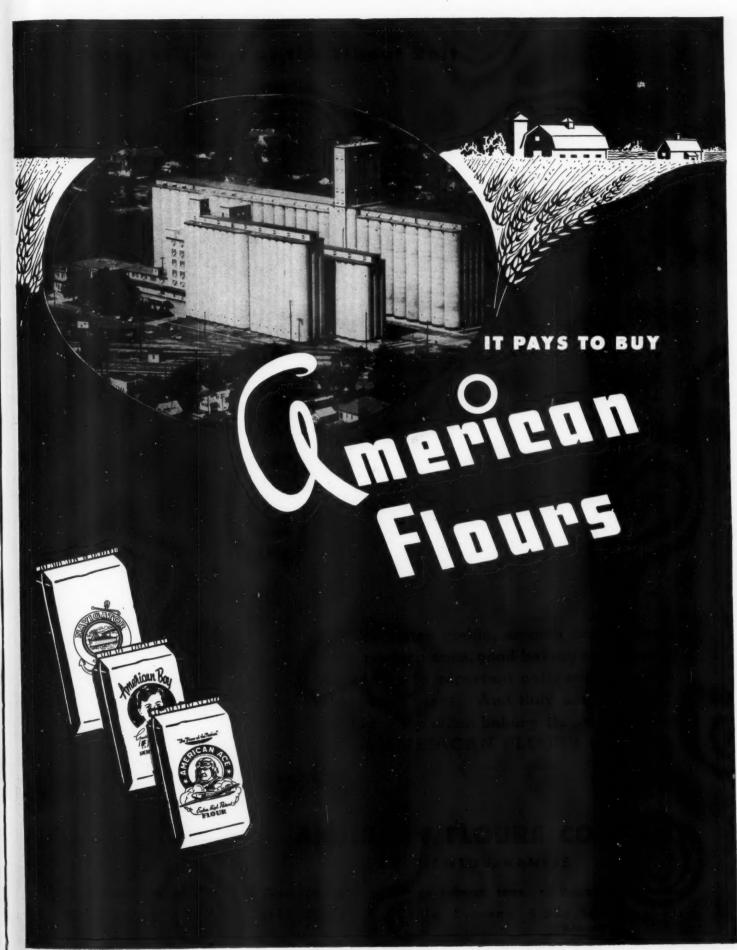
I can best start by asking you to recognize your customer for what she really is. The modern housewife is a lady in a hurry. She gets foodon-the-mind just about one day in the week. Usually this is a regular day, a planned day, on which she undertakes to replenish the family larder. She is traveling on wheels, and she has ample funds in her pocketbook. Chances are, she has some very definite preconceived ideas con-cerning the items that she will buy, items that some enterprising manufacturer has carefully explained to her, with flourishes, and accompanying music, on the family T.V. set. This lady needs a place to park. If she can buy 100% of her food requirements in one location, this will please her no end. On this particular day, hers is a single-purpose, onetrack mind. If she enters your store, you may be sure she has some item in mind that she wishes to buy.

Unless you are prepared to go into action with a trained sales staff, she will leave in your store only a fraction of the food dollar that should rightfully be yours. And this sales training is a matter that takes some doing, considering the raw material personnel available these days.

Remember that this lady has a deep-freeze chest at home. Remember also that she is very unlikely to harbor any sentimental notions about loyalty to your establishment because it is a locally-owned enterprise. She has to have a pretty strong reason to patronize you at all, now that so many varieties of first-class baked foods are offered to her in the frozen

(Turn to SCARBOROUGH, page 44)

960



night
rethis
enge
ed in
nagame
must
es or

e aft can entle-

stand
e anstions
had
racle.
n tell
rends,
meet
tlined
ou to
what
sewife

fooday in egular h she

amily rheels, pock-some s con-1 buy, manu-led to hopany-7. set. irk. If od re-is will ticular, one-

store, e item ly.
go into fff, she a frac-should sales s some aterial has a

ememcely to about because se. She reason that so baked frozen

Famed Stein's Bakery to Change Its Location as City Acquires Property

ROCHESTER, N.Y.—The mouth-watering smell of fresh-baked rye, pumpernickel, bagels and the white Sabbath loaf, or "chollah," soon will disappear from one part of the Baden-Ormond neighborhood.

The city has acquired an option to buy Stein's Bakery at Ormond and Holland St., subject to approval of the New York City office of the federal Housing and Home Finance Agency, and the city council. The city rehabilitation commission is clearing the 60-acre Baden-Ormond tract and plans to redevelop the slum-ridden section under a federally-aided urban renewal contract.

About two and a half years ago, Stein's bought the building at Lyell Ave. and Sherman St, that was used as a bakery by the Mohican Markets. It is being remodeled and soon will be ready for production.

The Stein bakery has been a fix-

ture in the Baden-Ormond area since 1887, when it was founded by Meyer Stein and his wife at the corner of Baden and Ormond Sts.

In 1916, the expanding business moved to the site of the Rosner Bakery, its present home.

More than a half-century ago, impoverished Jewish immigrants brought to Rosner's Bakery from their gasless homes the puddings and other foods they wanted quick-baked at 24 each

at 2¢ each.

The Steins sold at retail and wholesale for years, their routemen first traveling by horse and wagon, later using fast delivery trucks. Even after the automobile made delivery relatively easy, sons and grandsons of early neighborhood settlers traveled to Baden and Holland to buy the succulent fresh rve.

Now Stein's products are sold at wholesale only to restaurants and in supermarkets and groceries throughout Western and Central New York. When the founders died, their sons,

When the founders died, their sons, Jacob M. and the late Abe Stein, became partners. Since Abe Stein's death in November 1957, his son, David, has been a partner. Jacob's sons, Howard and Scott, serve as general managers.

New Appointment

CHICAGO—Jerome H. Debs, president of Chicago Metallic Mfg. Co., announces that Robert Markson has been named general sales manager of the subsidiary, Pan Coatings, Inc.

the subsidiary, Pan Coatings, Inc.

In his new capacity, Mr. Markson will be in charge of the sales subsidiary specializing in pan cleaning, straightening and glazing services. He will headquarter at the Lake Zurich, Ill., office.

Florida Counties to Get Food Donations

WASHINGTON—The U.S. Department of Agriculture has announced that 12 flood-stricken counties in Florida have been made eligible for emergency food donation.

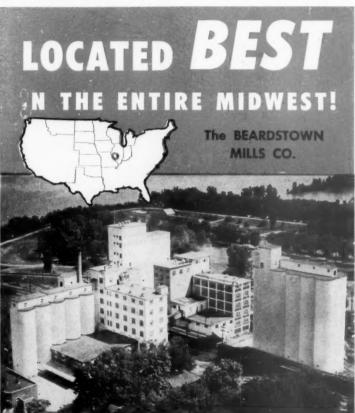
Surplus foods already in Florida for regular distribution are being shifted by state agencies to supply food to as many as 1,000 people in Sumter, Hernando and Pasco counties. The foods include flour, cornmeal, rice, lard and nonfat dry milk. First distribution began in Sumter County recently, with the focal point at Bushnell. Under long-standing policy, state, county and local agencies that handle USDA-donated foods have authority to release supplies for disaster emergencies. Additional amounts of surplus foods are being transferred from stocks in areas outside the affected counties.

Donation of grains from stocks owned by the Commodity Credit Corp. will be made in Sumter County.

BREAD IS THE STAFF OF LIFE-

E. C. VON PLESS DIES

RUFFALO Ernest C. Von Pless, retired general manager of the General Baking Co. plant here, died recently after a heart attack. He began his 43-year-career with the baking company as a route salesman. His steps toward general managership assumed in 1938, included promotions to route supervisor in 1923, sales manager in 1931 and assistant manager in 1937. He retired in July, 1958.





Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!

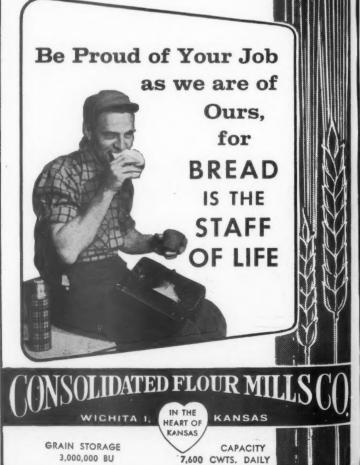


Located ideally to receive wheat from all three major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the very best flour!

QUALITY CONTROL IS THE WATCHWORD

. . . throughout every step of the milling operation!





1960

partinced s in e for

orida

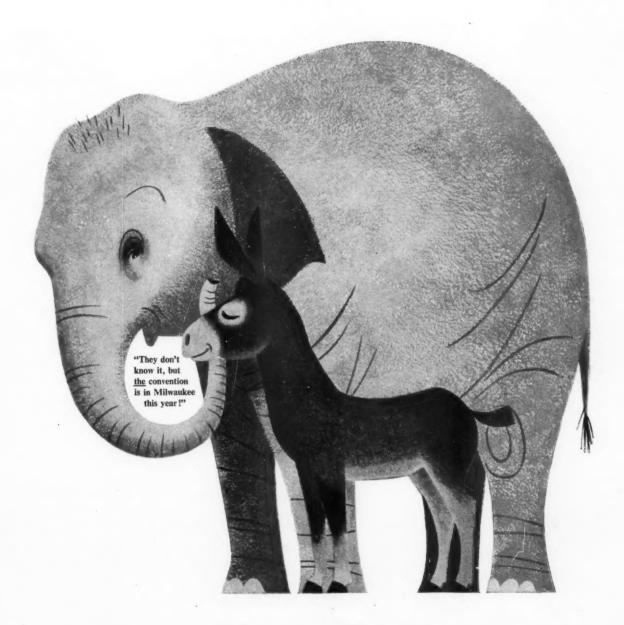
upply le in councornmilk.

focal tandlocal nated

sup-Addis are as in ies. tocks Credit Coun-

Pless, Gened rebegan baking a. His ership,

romo-1923, sistant July,



They're talking about the 42nd annual Convention and Exhibition of the Associated Retail Bakers of America, May 22-25, 1960, at the Municipal Auditorium and Hotel Schroeder. We're hoping you'll come.

the makers of FLEISCHMANN'S YEAST



from The American Baker's Reader Service Department

Baking Publications:

NEW MANUAL FOR BAKERS By Joseph Amendola Will be wanted by every baker for his own use and in teaching his helpers. Recipes are arranged step-by-step with careful instructions, and cover all yeast made products, cakes, cookies, pies, puddings, icings and frostings, fillings, assorted pastries and desserts. Fifty

illustrations of methods, finished products and charts. The author has been an instructor in baking, cake decorating and ice carving at the Culinary Institute of America in New Haven, Conn., since 1950. He has tested all formulas in this book for taste, cost, and acceptance by the public. They are particularly designed for young bakers on the job, for instructors in vocational schools and super visors of baking apprentices. 160 pages

BAKING SCIENCE & TECHNOLOGY

SCIENCE AND PRACTICES OF BREADS AND

By John C. Summers ROLLS MANUFACTURE Mr. Summers is manager of the Oklahoma School of Baking,

SCIENCE AND PRACTICES OF CAKE, PIE, COOKIE, PASTRY AND VARIETY BREADS MANUFACTURE (1955)

By John C. Summers

BAKERY MATERIALS AND METHODS By Albert R. Daniel 500 pages of sound information covering bread and cake produc-

BASIC SCIENCE FOR BAKERY STUDENTS

by P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions

THE BAKERY TRADE AS A CAREER By Albert R. Daniel For students and bakers who wish to become master craftsmen.

A. R. Daniel has written many accepted books for the baking industry\$2.00

MODERN BAKERY MANAGEMENT By F. Boreham This book is exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager\$2.00

BREADMAKING-ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint

VIENNA BREAD-and Continental Breads de luxe

By Victor F. A. Richter Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Laixe. Fully illustrated art paper, cloth bound\$4.50

RIES (Revised 2d Edition)

Promises to be even more popular than the first edition. Chapters on PASTRIES (Revised 2d Edition) raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks\$5.00

By L. O. Smith Bakers hoping to gain publicity and increased trade by entering cake

PIE MARCHES ON By Monroe Boston Strause Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some ...

COMMERCIAL CAKE DECORATION

By "Nirvana"

Practical and most of the designs can be reproduced very quickly, A great assistance to the worker in sugar. 3d edition, with new ideas and designs

DECORATED CAKES & CONFECTIONERY

By "Nirvana"

This baking book opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simnel Cakes, show pieces and Easter Eggs. Fifteen Chapters. 130 illustrations\$6.00

HANDBOOK FOR ROUTE SALES EXECUTIVES (1955)

By Fred De Armond

This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound\$6.00

SALESMEN IN THE MAKING (1956)

By Fred De Armond

A conference manual and textbook for training wholesale route salesmen. Part I is the conference manual, and part II the textbook for the route salesmen. Part II is bound separately as a 128 page book if desired, "The Way of a Winner" and offered at \$2.50 each. A complete program of 13 sales meetings. Interest-stimulating devices are introduced. Plastic, looseleaf binding, 239 pages\$5.00

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred De Armond

A baking publication written especially for the route salesman and

ADVANCED PIPING AND CAKE DESIGN

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design\$4.50

THE COMPLETE PATTISSIER.

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery\$10.00

BAKERS DICTIONARY

By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades\$3.50

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form. .\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its eighth printing. An invaluable aid in solving production problems almost as rapidly as they occur\$2.00

THE BAKESHOP FORMULA BOOK-Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products quality ...

THE BAKESHOP FORMULA BOOK-Breads, Rolls and Cookies

ORDER FROM

Reader Service Department The American Baker P.O. Box 67 Minneapolis I, Minn.

ly. eas

in ety ad, 130

ing ch-ing

.00

ute age ch.

.50

ing on-

niel

for

are

hat

for

tax

pert ving 2.00



















THE BROADER THE SOURCE OF SUPPLY THE BETTER THE WHEAT!

This is the secret of the constant uniformity you always find in Morten Milling Company's family of fine flours: variety and magnitude of premium wheat supply. It is known that the quality of wheat varies from year to year in all areas; one year it will be top-quality in a given area, the next year it will not. This is no handicap to Morten Milling Co. for its far-flung grain elevator system gives it such a vast geographical area from which to select its wheat that maintaining uniform excellence is no problem. First choice - always - on premium wheat that's the story of successful baking flour, and the story of Morten Milling Co.

MORTEN MILLING CO. DALLAS, TEXAS

A Division of Burrus Mills, Incorporated













WHOLE WHEAT

HI-GLUTEN

AIB Lecturer Receives Award For Food Research

CHICAGO—Charles S. McWilliams, bakery production lecturer at the American Institute School of Baking, has been honored "for his outstanding contributions to military food progress." He is one of three given the Isker Award of the Research and Development Associates, for their work in the development

of an instant bread mix utilizing chemical leaveners.

The other two receiving the award with Mr. McWilliams were: Dr. Samuel A. Matz, now with the Borden Research Center, and Jason Miller, of E. F. Drew and Company, Inc. The research work was done while they formerly were members of the Quartermaster Food and Container Institute for the Armed Forces.

Mr. McWilliams, who served as chief of the Cereal and General Products Branch, was with the Food and Container Institute from 1946 until 1957. In August of that year he joined the staff of the institute's

School of Baking. He is a graduate of Pennsylvania State University with a B.S. degree in biological chemistry.

The award, presented to Mr. Mc-Williams at a luncheon on April 21 during the 14th annual meeting of the associates, is named for Col. Rohland A. Isker (USA ret.). Col. Isker formerly was commandant of the Subsistence Research and Development Laboratory, predecessor organization of the Food and Container Institute. He directed the work of this laboratory immediately prior to and during World War II. He and his staff had much to do with the design and development of operational ra-

tions and packaging used in the war. This is the first time the award has been presented by the Research and Development Associates Food and Container Institute, a non-profit organization maintaining liaison on food and container research development between the military and industry. Some 230 firms in the food and container field and more than 150 leading scientists from research and educational institutions make up the membership.

Its work is focused on specific current and future problems of concern to the military and to industry. Forty task groups, with a total of 300 members, are concentrating on specific problem areas such as high-altitude "self-serve" foods for the Air Forces, and all-purpose survival foods.

The Isker Awards were presented by Clarence K. Wiesman, newly-elected chairman of the board of the associates.

-BREAD IS THE STAFF OF LIFE-

ABA Reports Appointment of Committee Chairmen

CHICAGO—Appointment of members to serve on all committees of the American Bakers Assn. has been announced by Louis E. Caster, Rockford-Colonial Baking Co., Rockford, Ill., chairman of ABA.

Committee chairmen appointed

National Affairs: Thomas L. Awrey, Awrey Bakeries, Detroit, ABA vice chairman; Industrial Relations: D. H. O'Connell, American Bakeries Co., Chicago; Nominations and Elections: Harold L. Budde, Purity Baking Co., Decatur, Ill.

Baker-Miller: F. B. Evers, Sr., American Bread Co., Nashville; Baking Industry Sanitation Standards: H. Edward Hildebrand, Continental Baking Co., Rye, N.Y.; 1961 Baking Industry Exposition: Karl E. Baur, Liberty Baking Co., Pittsburgh; 1960 Convention, General Chairman: R. Newton Laughlin, Continental Baking Co., Rye, N.Y., ABA 1st vice president.

president.
Safety: Walter C. Mahlstedt, Continental Baking Co., Rye, N.Y.; Data Processing: C. S. Webster, National Biscuit Co., New York City; Industry Statistics: G. Lester Jordan, Jordan Bakers, Inc., Topeka, Kansas.

Program Planning

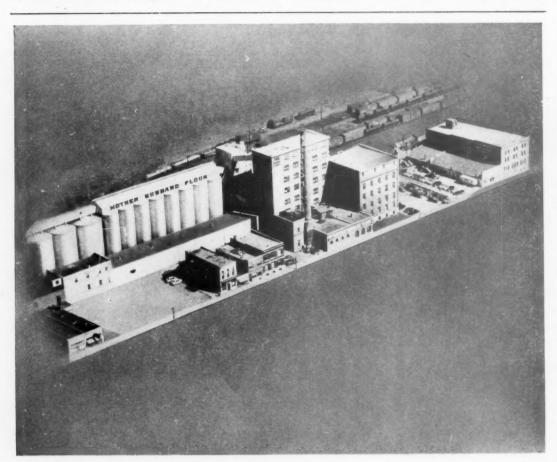
Mr. Caster, as chairman of ABA, serves as chairman of the program planning committee for the Bakers of America Program.

A special study committee on antioxidants, of the national affairs committee, was appointed. Its membership is Robert H. Cotton, Continental Baking Co., Rye, N.Y.; A. M. Grean, Jr., Ward Baking Co., New York, and William E. MacKay, National Biscuit Co., New York.

Biscuit Co., New York.

Also appointed was a special traffic committee for the baker-miller
committee, consisting of Lyle B. Emerson, Continental Baking Co., Rye,
N.Y.; Gilbert McGaffney, General
Baking Co., New York; Edwin F.
Mundy, National Biscuit Co., New
York; and R. R. Rabon, CampbellTaggart Associated Bakeries, Inc.,
Dallas, Texas.

During the ABA annual convention last October, Edwin G. White, White Baking Co., Indianapolis, was elected chairman of the finance committee and Russell J. Hug, General Baking Co., New York, was elected chairman of the ABA 1960 Nominating Committee.



SONNY HUBBARD A STRONG FLOUR TO REMEMBER

"Every Modern Advantage Is Yours with Hubbard"

HUBBARD MILLING CO.

MANKATO, MINN.

2uality Since 1879

Peak Performance backed by Superior Service

960

war.
has
and
and
orfood
ment

stry. coneadeduthe

curcern For-300

spealti-Air v a l

ectas-

emthe anockord,

ited

L. roit, elaican ions uri-

Sr., akrds: ntal ting aur, 960 R. sakvice

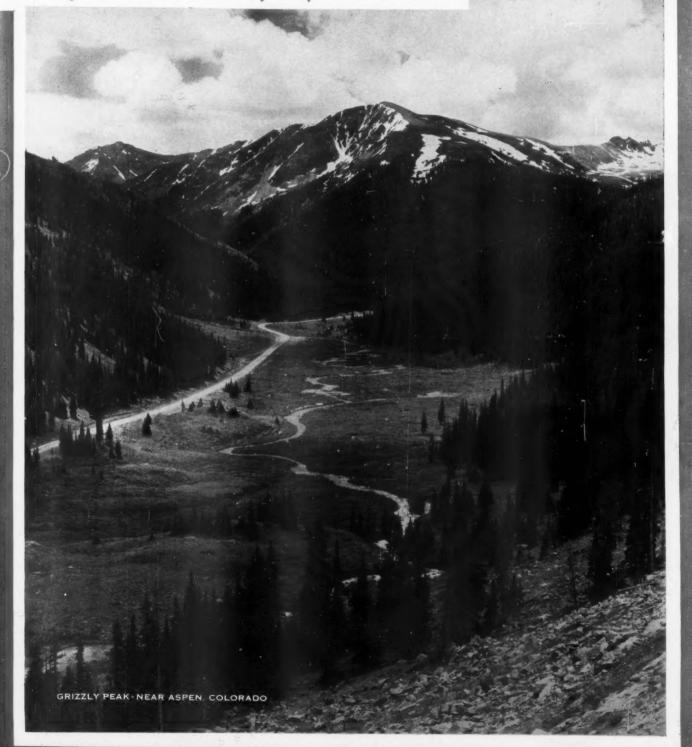
onata nal lus-

BA, ram ters

ntiomerital an, ork, nal

afler mye, ral F. ew ellic.,

ite ted tee ng an m-



PIKES PEAK

BAKERY FLOURS

The COLORADO MILLING & ELEVATOR COMPANY, General Offices: DENVER, COLORADO



PLANT OPERATION-At the extreme left, an employee of National Biscuit Co. hooks up 100,000 lb. capacity Airslide car at the St. Louis siding. Flour will be conveyed to basement filling area, where entire contents of bulk car will be discharged and stored within three and a half hours. The bakery uses about five cars a week at the soda and graham cracker plant. In the photo second from the left, a four-bin reversible screw filling station within the plant basement is shown. Here Tote Bins are filled and stored. As one bin is filled, the operator removes the empty container and the screw carries

flour along to the next bin, reversing when the line is filled. Interchange of bins takes a total of 5 min., including placing of full bin in storage. Third from the left, each bin is marked with the date of arrival and type of flour to assure turnover as fast as possible. At the far right, when placed on hopper Tilt, operator unlocks gasketed door of bin for flowout as called for. Discharge mechanism is pushbutton actuated. Interchange of bin at Tilt takes about 5 min., including replacement of the empty bin in storage for the new, full bin replacement.

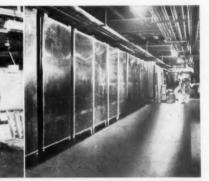
National Biscuit Company

St. Louis Plant Converts To Bulk Handling of Flour

ST. LOUIS-The National Biscuit Co. converted its soda and graham cracker plant here to bulk flour handling last December, and since that time has been checking carefully on savings in bulk flour costs and productive manhours released for other

The materials handling method used is the same Tote System, engineered and made by Tote System, Inc., Beatrice, Neb., that has been

activities.



DIRECTION OF FLOUR-At the left, flour is directed from the Tote Tilt to the blending area after sifting and weighing. At the right is the storage area, where airtight Tote Bins are lined up. Also, the ease of fork handling makes the over-all operation neater, it is claimed.

performing similar jobs for National Biscuit in Denver, Newark, N.J. and Buffalo.

It is estimated that annual savings from bulk flour discounts and "man days" are approximately \$40,000. To this the company claims to add savings in sanitation costs and products recovered, plus fringe benefits, all roughly another \$5,000 annually

The Tote System in use at St. Louis centers around a 98 cu. ft. aluminum Tote Bin which holds up to 3,500 lb. flour and acts both as storage container and discharge hopper. In some installations it also acts as a shipping container because of conveyance of the bins on any flat-bed vehicle. Railroad container cars, coming into more use for Tote Bins (with the containers considered part of the car) permit hauling of materials in the bins without freight cost on the weight of the bins when shipped, loaded or deadheaded empty, it is claimed.

Used Inplant

The Tote Bins are used inplant in conjunction with Tote Tilts, discharge units which "tilt" the bins at a 45° angle and discharge the flour into process in pre-set amounts.

The St. Louis facility is using 170 Tote Bins, in conjunction with three such Tote Tilt discharge mechanisms and one four-bin filling station. The constant flow of flour—Nabisco turns



FINISHED—This is the product as it comes off the Nabisco line—the ultimate end product which results from the highly automated operation at the St. Louis plant.

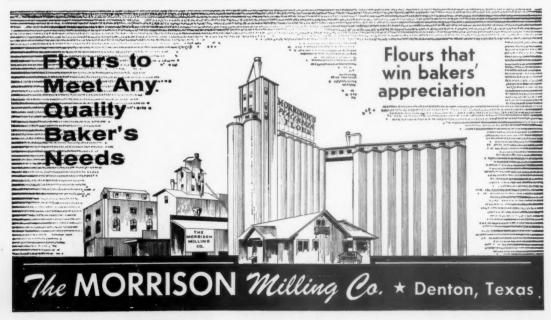
over 26 to 30 of these bins dailyarrives at the bakery's siding via the St. Louis and Santa Fe or Missouri Pacific Railroad in five 100,000 lb. capacity Airslide bulk hopper cars weekly.

The contents of the Airslide car are discharged automatically in a total of only about three and a half hours from hookup of the car to the final placement of the 100,000 lb. flour in the plant's basement storage area.

The flour is screw-conveyed from the Airslide car, under the siding, to a four-bin reversible screw filling station. To interchange a bin at the filling station takes only about 5 min., including removal of the full bin by fork lift, its transfer to storage and its replacement with an empty bin.

Meanwhile, the reversible screw switches the flour to the next Tote Bin in line until the four are filled, from left to right.

Then a pressure switch reverses the conveyor and starts filling the bin closest to the feed-in conveyor on the left, and when this is filled,

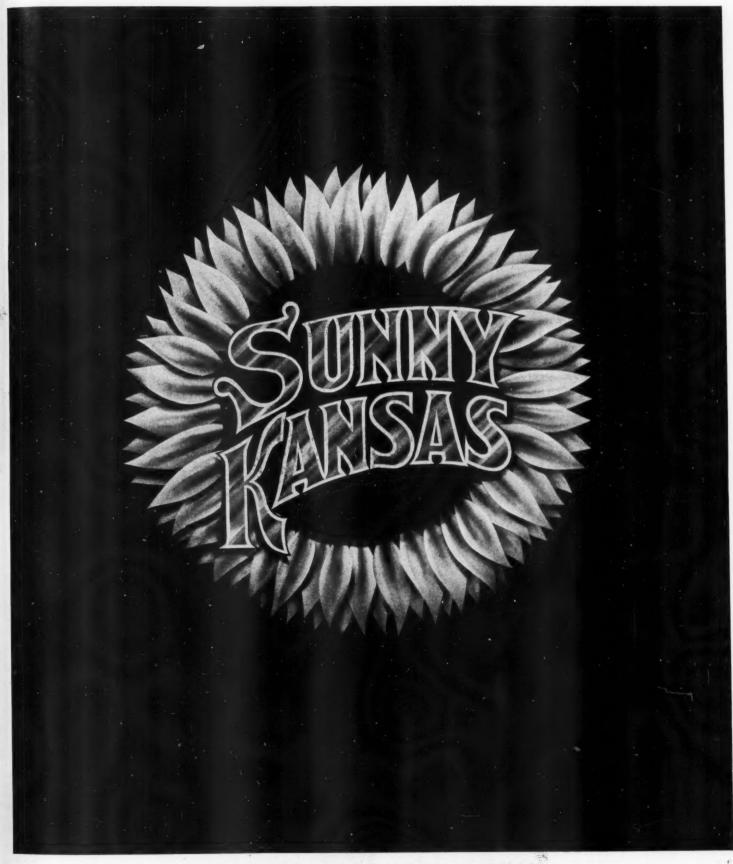


Dependable Spring Wheat Flour

CORNER STONE * OLD GLORY CHIEFTAIN * GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS RED WING, MINNESOTA



STORAGE CAPACITY
3,600,000 BUSHELS

om to tathe in., by and oin. ew ote ed,

A MASTERPIECE IN FLOUR by Wichita Flour Mills, Inc.

DAILY CAPACITY 6,000 CWTS. FLOUR

May,

AIE

Cov

By

CHI

tific jo

Institu

Max

grant,

with

culture



JA, I'M GOING-This cutie may or may not make it to the Associated Retail Bakers of America convention in Milwaukee May 22-25. But in any event, he is doing his part. This is one of the series of promotional photographs released by ARBA to remind bakers across the country of the 1960 convention.

the pressure switch reverses the reversible conveyor back to the right to fill the empty bins which have been

interchanged at these stations.

From storage, the bins are fork-lifted to the mixing room, where the discharge mechanisms are located. The bins are placed on Tilts as needed by mixing personnel. The inter-change of a Tote Bin at the Tote Tilt takes about the same amount of time as it does at the filling station— 5 min. This includes re-closing the bin, removing the empty unit, putting it in storage position, replacing it with a full container, and opening the

new bin for the discharge of the 3,500 lb. flour it contains.

Discharge of the flour from the bins varies with the product being manufactured. On Premium saltine crackers, the contents of the bin are discharged continuously into process.

The graham cracker manufacturing operations call for batch discharge when needed. All operations are pushbutton actuated.

After discharge, the flour is passed through a sifter, weighed, mixed with other batch-weighed ingredients and ultimately made into dough for baking and final packaging of Premium saltines or Nabisco graham crackers, as the case may be.

Once the Tote Bins are emptied, they are stored near the siding in the basement. They are brushed on the outside after each use, and the interiors, which are radiused for full flowout, are cleaned periodically. It is unnecessary to clean the inside of the bin after each use because the bins are gasket-sealed from time of filling to time of discharging; hence there is no chance of contamination or infestation.

After brushing or cleanout, the bins are refilled from arriving Air-slide cars and go through the same cycle

BAKING SCHOLARSHIP WINNER NAMED

MINNEAPOLIS-Recipient of the endowed annual scholarship provided by the International Milling Co., Minneapolis, is Donald G. Calzia of Burbank, Cal. Mr. Calzia is a junior in the department of baking science and management at Florida State University, Tallahassee. Announce-ment of the award has been made by Dr. E. G. Bayfield, director of the baking industry program at FSU.

Metropolitan Club Hears FDA Man Discuss Additives

NEW YORK-Charles A. Herman, director of the New York district, U.S. Food & Drug Administration, recently addressed 130 members and guests of the Metropolitan Bakery Production Club on the subject of food additives

Mr. Herman talked on the confusion and uncertainty about the status of many additives that are vital to the baking industry. He also took part in a question and answer period with those in attendance.

Arthur Hackett, Drake Bakeries, Inc., past president, inducted the fol-lowing new members into the club:

Arthur Swanson, Ekco Engineering Co.; Paul Nottage, Sherman Paper Co.; Charles Savage, F. G. Shat-tuck Co.; George Grob, General Baking Co.; Clayton Daley, Drake Bakeries, Inc.; Edwin Borza, Bakers Inc., and Fred Albert, Pepperidge Farms.

New Manager

ROGERS, ARK. - Gregg Wilson, Rogers, has been named new general manager of the Harris Baking Co.

A company announcement said that Mr. Wilson, formerly employed by the Shipley Baking Co., Fayetteville, Ark., assumed his new duties on

An accountant, Mr. Wilson formerly was associated with the Harris firm in another capacity. He was a former employee of the Griffin Gro-cery Co. here.



"Your car is due Wednesday at four" . . . crackles the voice with confidence as another relieved baker learns . . .

How Stan Hilliard helps



"Thinking backward pays off when it comes to traffic," says Stan Hilliard. "The baker likes a traffic man who thinks in terms of arrival times, not pull-outs."

As Dean of Commander Larabee's southwest traffic staff, Stan's policy is to think of the baker's problems first. Twenty-eight years of experience have taught him where to look to unravel a potential traffic snarl when a customer needs a rush car of Commander Larabee flour.

"Bakers don't care when an order leaves,"

Stan sells service by producing it . . . by being as much at home in the switch tower as in the office . . . by knowing the runs . . . the routes and sometimes even the crews who work the trains and yards.

"Day and night and weather be hanged," he says, "a Commander Larabee traffic man rides herd on every car. By letter, phone, TWX, and Bellfast teletypewriter, we keep in touch with each train as it rolls along. It's just one of the many ways we tie tight the vital knot between Commander Larabee millers and our bakery customers."

make Commander Larabee "just so it's there when they want to use it."

With to keep for up-diting. team . takes to

> MM LA

AIB Basic Research Covered In Articles By Scientific Journals

CHICAGO — Currently, two scientific journals have carried reports on lastic research done at the American Institute of Baking, one under the Max C. Fleischmann Foundation grant, and the other under contract with the U.S. Department of Agri-

Work under the Fleischmann grant work under the Fleischmann grant is reported in the March (1960) issue of the Journal of Nutrition by W. K. Calhoun, F. N. Hepburn, and W. B. Bradley. It gives the account of the institute's work on "The Availability of Lysine in Wheat, Flour, Bread and Gluten." The paneity of information Gluten." The paucity of information on the availability of amino acids from wheat products led the labora-tories of the institute to undertake the study of methods suitable for such determinations.

The facilities of the biological laboratory, equipped by Standard Brands, Inc. in memory of Julius Fleischmann, and the research laboratory furnished and equipped by the 1955 Baking Industry Exposition committee, made the work possible.

Rat growth and nitrogen retention studies were used to determine the availability of the lysine in wheat, flour, bread and gluten. Approximate-75% of the lysine found in these foods is available for use by the young growing rat. This compares favorably with the reported availability of lysine in other food studies by previous investigators.

In the March (1960) issue of Cereal Chemistry, another of the basic research projects of the AIB is re-ported in an article by Karel Kulp and Welker G. Bechtel, respectively research chemist and director of lab-oratories at the Institute. The article, which is based on research conducted under contract with the U.S. Department of Agriculture reports, "The Effects of Freezing, Defrosting, and Storage Conditions on the Freshness of Dinner Rolls and Cinnamon Rolls."
The Western Utilization Research and Development Division of the Agricultural Research Service supervised the contract. Facilities of Research Laboratory No. 1, furnished by the Bakery Equipment Manufac-turers' Assn., and a freezer furnished by the Middleby-Marshall Co., made the work possible.

Purpose Explained

In the paper, the authors report that the purpose of the AIB-USDA work was to study systematically the effect of different conditions of freezing, frozen storage, and defrosting on the freshness and firmness of soft dinner rolls and a typical sweet-yeast

reduction of moisture. It is undesirable to defrost rolls unwrapped, in view of the considerable moisture

If rolls are to be frozen and stored for more than a few days, a temperature of 0° F. or below is required to maintain freshness and softness. Wrapped dinner and cinnamon rolls, the report states, can be stored at 0° F. or -20° F. for at least two months without critical decrease of freshness. There is a rapid firming and loss of freshness at 10° F. and

The report of Mr. Kulp and Mr. Bechtel was presented at the 44th annual meeting of the American Association of Cereal Chemists in Wash-

raised product, cinnamon rolls.

In the AIB studies on dinner rolls and cinnamon rolls, the rolls were cellophane-wrapped and frozen at 0° cellophane-wrapped and Irozen at v F. without forced air, and at -20° F. with forced air at 1,000 lineal ft. min. They were defrosted at 75° F. without forced air, and 115° F. with an air force flow of 1,000 lineal ft. min. The slight decrease in freshness and increase in firmness resulting from the freezing and defrosting were not as much as when the rolls were held at 70° F. for 24 hours.

Unwrapped rolls can be frozen at 0° F. or at -20° F. at air velocities up to 1,000 ft. min. without serious

above.

BREAD IS THE STAFF OF LIFE Crown Zellerbach's Sales, Earnings Rise

SAN FRANCISCO-Crown Zellerbach Corp. has announced 1960 firstquarter earnings of \$9,116,000, representing a 10% increase over the first three months of 1959 and the second highest first-quarter earnings in company history. Net income a share was 64¢, compared with 58¢ during last year's first quarter.

Sales of \$132,204,000 established a new first-quarter record for the company, and were 9% ahead of 1959's first quarter. Production of paper and paperboard totaled 460,411 tons, up 11% from the previous year.

READ IS THE STAFF OF LIFE L. C. WUERCH DIES

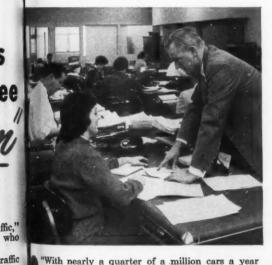
SPOKANE - Following an illness of about six weeks, Louis C. Wuerch, 60, long-time resident of Spokane, died recently in Tacoma, Wash. Mr. Wuerch, a native of Spokane, was with the Continental Baking Co. for 38 years. He was production manager at the time of his transfer to the firm's Tacoma plant three years ago.





New wrinkles in transportation like these ADMX tars mean money saved and better service. We're quick to move in and evaluate every innovation offered, for better equipment means not only dollars saved, but afer, faster deliveries. Commander Larabee rates as an

authority, too," says Stan. "Today may find us making a flying trip to testify before the ICC in support of a rate reduction. Next week may see us presenting a case for special operating authority or transit privileges to serve another Commander customer better."



"With nearly a quarter of a million cars a year to keep track of, we rely heavily on staff reports for up-to-the-minute routings, tracing and expediting. It's a big... well chosen and well trained team... with the knowledge and dedication it takes to earn a baker's trust."



"Junior League baseball means a lot to me and two thousand Kansas City youngsters," says Stan as a winning team manager. "On the job and off, teamwork makes champions. In traffic we work "in close" with the grain buyers, control lab, production and sales folk to keep Commander-serviced bakers more than just satisfied. This is the kind of teamwork that makes Commander Larabee Better to Buy From."

MMANDER LARABEE

first. vhere

omer

Stan,

much

wing

s, "a car.

Com

First in Bakery Flours!

A DIVISION OF ARCHER DANIELS - MIDLAND . MINNEAPOLIS

erro Cantingens - oc

May.

San Francisco Cake Bakery Finds New Market for Fortune Cookies

SAN FRANCISCO—There is a fortune in fortune cookies, if the 16 members of the Ernie Louie family here, operators of the Lotus Cake Co. bakery, are any criteria. The firm has moved into advertising as a sideline—supplying Chinese fortune cookies, containing advertising and promotional messages—to a number of other businesses.

The Chinese family is following a rising demand curve and is now mixing flour and other ingredients sufficient to bake 20,000 fortune cookies a day—and they claim to be hard pressed to meet the demand.

Mr. Louie, in cooperation with a local advertising agency, is now embarked on a nationwide campaign to make the U.S. fortune cookie conscious, and every expansion he makes boosts the consumption of flour.

Supermarkets, restaurants and specialty houses are highly interested in his products, reports Mr. Louie, and points to the numerous members of his family now gainfully employed in making the cookies to prove it. He states that the group of specialized bakers who produce Chinese fortune cookies, too, are hard-pressed to keep up with the demand.

The latest move on the part of the Lotus Cake bakery has been to expand its distribution into the supermarket field. Safeway Stores test marketing has indicated that the Chinese bakery product sells equally well in the cookie and baked foods sections and in their Oriental foods section. Lotus cookies are being distributions.

uted now in such Midwest states as Nebraska, through stores which appeal to high income shoppers.

Advertising Sideline

"A lot of people," Mr. Louie asserts, "might resist reading the ordinary advertisement, but no one has ever been known to skip reading the fortune he finds upon opening a Chinese cookie."

As a result, Mr. Louie has found the profitable side-line to his bakery, supplying Chinese fortune cookies to all of Northern California, Utah and Nevada.

His first venture into advertising came when he printed a special message for insertion in 6,000 cookies purchased by a well-known maker of toothpaste. The fortune in these cookies read: "Your fortune lies where the yellow went... send this slip to... for a free gift."

Since then, Mr. Louie has expanded his idea to provide an advertising media for beer companies, radio stations, a gambling casino at Sparks, Nev., where the cookies are used as a form of Keno, with the numbers inside the cookies.

Patriarch of the Louie clan of bakers is 66-year-old Grandfather Wing Louie, who works side-by-side with Grandmother Louie and all of their 16 grandchildren in the business he started before the war, making the cookies with an old-fashioned waffle iron.

Today, the cookies are baked semiautomatically on elaborate machines,



NEW PACKAGE—This is the new supermarket package designed for the Lotus Cake Co.'s Chinese fortune cookies. The package was designed by the Western Paper Box Co.

many of which were invented and developed by Edward Louie.

The cookies are really an adaptation of the traditional Chinese eggrolls. They are baked on small, wafflelike ovens. The batter, consisting of flour, eggs, sugar, vanilla and butter, is automatically measured and poured into the ovens which revolve over a gas flame.

The very hot and soft cookies are then removed from the oven and the slips of paper containing the fortunes are placed inside by hand, after which the cookies are shaped and allowed to cool.

Every fortune, or message, is selected by Ernie Louie, who depends for his inspirations on a Thesaurus, a dictionary, a well-worn copy of Bartlett's Quotations and books from the Louie family library of Chinese proverbs.

"We keep at least a thousand messages on hand," Mr. Louie explains, "but even with these, we keep improving on them. We replace at least 300 proverbs a year with what we think are improvements.

"We exercise extreme caution in selecting messages that we think will amuse or appeal to the largest number of people at any given time. After all, the fortune is what really sells the cookie and we're very careful what we put into the cookie," he odded.

Mr. Louie disclaims authorship of the two classic messages alleged to have been found by someone, somewhere, in a Chinese fortune cookie. These are the now hackneyed: "Help! I'm a prisoner in a Chinese cookie factory!" and the one, "Congratulations. You now have Asian flu."

Promotional Work

The advertising and promotional programs for Louie's fortune cookies utilize a preponderance of radio spots, a lesser use of television, occasional newspaper ads, and considerable publicity in all media.

Ernie Louie has achieved a measure of fame in San Francisco's Chinatown by having appeared on the Groucho Marx TV show. He makes guest appearances on many local rad'o programs and discusses the many uses of the cookies and demonstrates, in essence, how they are baked.

Recently, the Louie family developed a new package, produced by the Western Paper Box Co., of San Francisco, in which the Lotus line of fortune cookies has been test marketed in northern California outlets of the Safeway chain of supermarkets.

Dr. Wendell Reeder, Chemistry Leader, Dies in Dallas

DALLAS, TEXAS—Dr. Wendell Reeder, 49, president of Campbell Taggart Research Corp. and leader in promoting and testing new and improved wheat varieties, died in a Dallas Hospital recently, following a long illness.

Dr. Reeder, a native of Hyde Park, Utah, was recognized as a national figure in the fields of cereal chemistry and baking sciences. He was awarded several patents in the chemistry field

several patents in the chemistry field. He joined the Campbell Taggart organization in 1941, with the Campbell Taggart Associated Bakeries. While with the organization, he served as vice president and president of the firm's research corporation; director of research for Campbell Taggart Associated Bakeries, Inc., and the director of the company's fellowship at Mellon Institute, Pittsburgh, Pa.

Pittsburgh, Pa.

He held bachelor and master of science degrees from Utah State and a Ph.D. from Iowa State University.

He was on the board of directors of the American Association of Cereal Chemists, and formerly was chairman of its resolutions committee, as well as serving on a number of committees.

General Foods Names Baking Representative

KANKAKEE, ILL.—Burgess Flour Co. of Oak Park, Ill., has been named baking industry representative for the Corn Mill of General Foods Corp. in the Greater Chicago area. It was also announced that Massey and Fair, Inc., merchandise brokers in Atlanta, Ga., have been named to represent the Corn Mill in the food, bakery and snack processing fields in the Atlanta area.

The Burgess company will handle several Corn Mill products including corn meal, corn cones, corn flour, pregelatinized corn flour and confectionery flakes.

tionery flakes.
The Corn Mill is located at Kankakee and is operated by the General Food Post division. It provides a variety of corn products used by the company for the trade and consumer market.

Massey & Fair will handle sa'co of several Corn Mill products including corn meal, corn cones, pregelatinized corn flour, confectionery flakes and corn flour. In addition to extensive warehousing, handling and shipping facilities, Massey & Fair maintains a modern kitchen for testing

Evans Milling Co., Inc. INDIANAPOLIS, IND. U. S. A.

INDIANAPOLIS, IND, U.S.A.

Manufacture Kiln-Dried

DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

ACME RYE

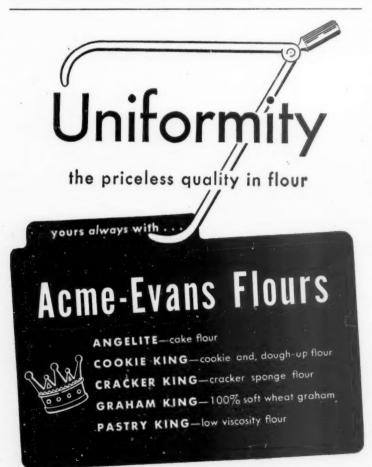
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO. WAUPACA, WISCONSIN

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

rk, nal iry led eld. art npes. he esiranpies, im-

of

y. ors ereairas om-

8

e

our ned for orp. was air, anoreoak-

in

ndle ling our, fec-

aneral arithe mer

a'es luditinakes

hipa'nting



May, 1

Borden's Sales, Earnings Set New Records: Food Products Rank High

FLEMINGTON, N.J.-First quarter earnings and sales of the Borden Co. set new all-time highs for the period and indicate the best annual rate of return per dollar of sales in about 10 years, Harold W. Comfort, president, reported at the annual stockholders' meeting held here. He added that results for the year are

expected to top all previous records.

Earnings for the first three months of 1960 rose 20.3% over the comparable 1959 period. They totaled \$5,-445,618, equal to 55¢ a share, against \$4,525,822 or 47¢ a share a year earlier. Shares outstanding on March 31 totaled 9,863,733, compared with 9,684,752 at the end of the 1959 quarter. The 1959 figures are adjusted for the two-for-one stock split voted Jan.

First quarter sales totaled \$230,-012,995, an increase of 4.25% over the \$220,644,746 total for the comparable

1959 period. Provision for federal income taxes was \$5,514,818, compared with \$4,348,349 for the same year-ago period. Figures are subject to audit and year-end adjustments.

Improved Sales

Principally contributing to the first quarter gains were improved sales of chemical and specialty food products, Mr. Comfort said, noting that these groups normally carry a higher margin of profit than most other Borden products. Betterment in Borden Foods Co. operations as a whole also played a part in this.

Mr. Comfort declared that - al-

though the rate of increase wn in first quarter earnings may not neces. sarily hold true for the entire ye net income for 1960 is expected a new mark and make this record year in a row. Sale expected to be highest in th pany's 103-year nistory.

Foreign operations are playing increasingly important roles, Mr. Comfort said. Within the year, Bo len's expects to announce plans for establishment of new operations in more than a half-dozen courtries, he reported, adding that most of these will be chemical facilities, but that food operations are also contemplated.

On the domestic market, Mr. Comfort said that business is progressing well and that unit sales are improv-ing satisfactorily. At present, there are signs that the annual rate of profit per sales dollar may be the best in about 10 years, he added. The major part of the improvement is the result of more aggressive merchandising of specialty food products and the growth in chemicals, and to a certain extent through greater operating efficiency.

Roy D. Wooster, Borden's executive vice presdent, also addressed the stockholders, reporting that the company's stepped up activity in the in-stitutional foods field is contributing to the brighter outlook for 1960. The company recently added five new types of convenience items to its long-established line of such products and revitalized its merchandising program in a move to win a greater share of the \$20 billion institutional foods market. The new food items include beef and chicken bases, pudding and chiffon mixes and flavored gelatin desserts. They are designed to offer operators in the mass feeding field both versatility and convenience at an economical price.

Stockholders elected two new members to the board of directors, expanding the board to 13. Six others were re-elected. The new directors are Leo W. Bayles, former Borden vice president who is currently a director of Drake Eakeries. a subsidiary of the company, and Morris Hadley, a partner in the New York law firm of Milbank, Tweed, Hope & Had-ley, general counsel for the company.

Borden directors reelected were: Mr. Comfort, Borden president, Franc's R. Ell'ott and Augustine R. Marusi, Borden vice presidents; L. Manuel Hendler, Rodcliff V. Jones and How-ard C. Sheperd. BREAD IS THE STAFF OF LIFE-



FLUFOLITE Egg Stabilizer for use in Cakes, Cookies, Sweet Yeast Doughs and Rolls.





Produces a rich flaky crust with improved color — less tendency to soakage; drier doughs for easier handling.





WHITE FUDGE AND COCOA **FUDGE BASES** Easy Handling for Hi-Gloss, Flat Type and Butter Cream Icings of fine flavor. Economical.

VITA PLUS WHITE CULTURE

Tolerance.

Conditions Doughs. Stabilizes Fermenta-tion. Extends Dough



BROLIT VALUABLE INGREDIENTS FOR BAKERS SINCE 1928 THE BROLITE COMPANY, Inc. General Offices: 2542 Elston Ave., Chicago 47, III. 225 Park Ave., South New York 3, N. Y. 1016 Monroe Dr., N. E. Atlanta 6, Ga. 2921 So. Haskell Ave.. Dallas 23, Texas 621 Minna St., San Francisco 1, Calif. 518 First Ave. N., Seattle 9, Wash.







For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings.



O.B. STABILIZER For Boiled Meringues, Toppings, Icings, Glazes, Butter Creams, Regular Meringues and Whipped Cream.



BROSOFT A tenderizing agent with high powers of emulsification and dispersion Contains Mono- and Di-Glycerides, Lecithin.



William J. Curtis **Elected President** Of Horn & Hardart

PHILADELPHIA-William J. Curtis has been elected president of the Horn & Hardart Baking Co. of Philadelphia, and president and board member of Horn & Hardart Co. of New York. He was is a board member of the baking company.

At the same meeting Frank Hardart was elected to membership on the board of directors of the baking company.

Mr. Curtis succeeds Edwin K. Daly, deceased. Mr. Daly had been president of the New York Horn & Hardart Co. since 1936, and of both the New York and Philadelphia com-panies since 1941. Mr. Curtis has been with Horn & Hardart for 30 years, starting his career with the company as night cashier in the au-



n's esin he ese nat m-

mng ov-

of est nathe

nd a er-

eu-

ining The ew its

cts

roter

inud-

l to

nce

em-

ers

den

di-

lad-

ladany. ere: canaru-

ow-

Curthe

hilaoard

Haro on king

K. been & both comhas r 30 the

choose from this list of bakery approved

GOOCH'S BEST Identical Performance FLOURS

GOMEC

A flour we recommend to all bakers wanting the best in a Hard Winter Wheat Flour.

SPRING LOAF

This is our top-quality Spring Wheat Flour. High Absorption Excellent Tolerance

JUMBO

WILLING & ELELY

COLN. NEE

A strong protein Spring Wheat Clear Flour with good absorption.

GOLD NUGGET

Our finest quality Spring Wheat Clear Flour. Our friends say it's Tops in Its Field.

RYE FLOUR

Pure or blended to fit your requirements. Milled with the flavor left in.

WHOLE WHEAT

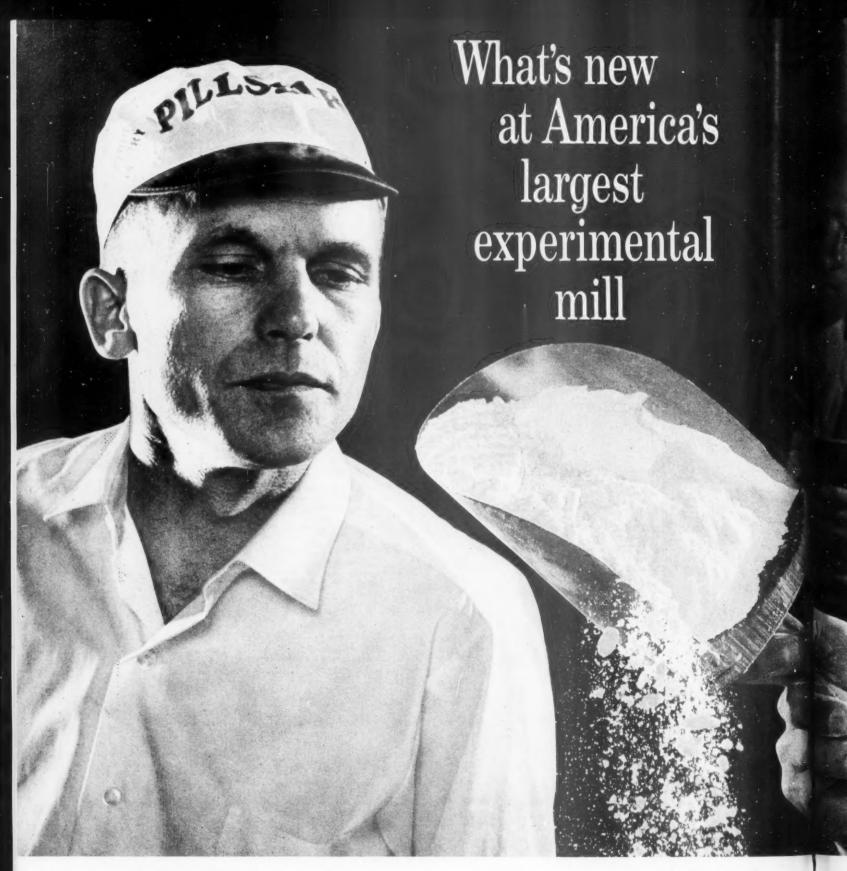
Hi-Protein Spring Wheat. Milled especially with a rich wheaty flavor for the baking trade.

Gooch Customers Always Get the Best

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space, 4,000,000 Bus.



Every large milling company has a staff of wheat scouts who follow the harvest each year collecting samples of the new crop. The wheat samples are rushed to small experimental mills where they are ground into flour. Then the flour is baked into bread to see if it meets the mill's quality standards. But

Pillsbury goes one step further. When promising wheats are found, they are sent to our Minneapolis experimental mill—the largest in the world. There they are ground under actual mill conditions. The performance of the resulting flour is then tested in our quality control laboratory and in actual

ba

Th

fin Pil

ba

be



bakeries. It's an extra step that helps The Pillsbury Company secure only the finest wheats...another good reason why Pillsbury flours perform the best in your bakery. So next time, be sure to order the best in bakery flours-Pillsbury.

Pillsbury Pillsbury does it



Durkee Demonstrates Its Pourable Shortening for Baking Industry

CHICAGO—The Glidden Co.'s Durkee Famous Foods Division recently held a special industry showing and demonstration for its new "Fluid Flex," a product which it claims to be the first true shortening in pourable form produced for the baking industry.

In explaining Fluid Flex, Harvey L. Slaughter, Glidden vice president and general manager of the Durkee Division, expressed optimism that it will advance commercial cake baking methods by increasing operational efficiency, reducing production costs, cutting waste, improving quality and adding days of shelf life to baked foods.

Fluid Flex may be delivered in 10quart cans, drums, or tank vehicles, stored in holding tanks, pumped and metered in the batch. It is said to reduce production costs because it measures faster, cuts creaming time and ends scooping of plastic shortenings from drums. It flows freely, and needed quantities can be readily measured or weighed.

measured or weighed.

The new Durkee product, which has the same stability as any top quality vegetable oil, can be used to replace emulsifier shortenings in all cakes and yeast raised sweet doughs.

Pound-for-Pound

In use, Fluid Flex should replace emulsifier plastic shortenings on a pound-for-pound basis. No change in formulation is necessary except that, depending upon the nature of the other ingredients in the batch, it may be necessary to increase the amounts

"Regular" Bakers Flour

WITH THE SPRING

LEXINGTON MILL & ELEVATOR COMPANY

of water or milk used to obtain opti-

Fluid Flex can be utilized by any system now in use which provides for bulk handling of liquid ingredients, the company explained.

The development of Fluid Flex was made possible by the Durkee Famous Foods Division's intensified work on food emulsifiers at its research and development center in Chicago. W. M. Cochran, Durkee's research and technical service director, heads the program.

Mr. Cochran explained that Fluid Flex has a specific gravity of .92, and that it can be pumped, metered or measured directly into the batch, imparting added savings in time and labor. In part, he explained, Fluid Flex resulted from Durkee's extensive work on food emulsifiers, of which it has developed an entire series in recent years.

These emulsifiers, according to Mr.

Cochran, bring about a perfect blending of the materials in such products as prepared mixes, cakes, candy, bread, and frozen desserts.

The intensive Durkee emphasis on developments such as these led to the decision to perfect a pourable shortening which would aid the baking industry by providing great ease of handling in production and also imparting superior quality and greatly added shelf life to the finished bakery product.

Key to the new product is the Durkee's exclusive "micro-mulsifier," which in cake batters disperses with great rapidity throughout the batch to give greater yield and softer cake texture. Tunneling, blistering and peaking are minimized.

FIRE DAMAGES BAKERY

BUFFALO — A three-alarm fire caused \$50,000 damage to the Royale Baking Co. here. Firemen said the fire apparently was caused by grease in a heating duct. A section of the roof at the rear of the one-story brick building collapsed during the fire.

Quarterly Profit Rise Announced By Ward Baking

NEW YORK — Consolidated net profit, based upon unaudited figures of the Ward Baking Company and domestic subsidiaries, for the 13 weeks ended March 26, 1960 was \$137,751 after all charges, equivalent to 8¢ per share of common stock.

to 8¢ per share of common stock.

This compares with earnings of \$50,469 for the 12 weeks ended March 21, 1959 which were equivalent to a deficit of 2¢ per share of common stock, after provision for preferred dividend.

Consolidated net income for the 13 weeks ended March 26, 1960 includes the operations of domestic subsidiaries acquired after the first quarter of 1959.

Federal income taxes for the 1960 quarter were reduced by approximately \$35,000 because one subsidiary had the benefit of an operating loss carry-over prior to acquisition. Earnings in 1960 include a non-recurring gain of approximately \$36,000, after taxes. Contributions totalling approximately \$20,000, after taxes, were made to the retirement fund during the first quarter of 1960. No such contributions were made during the first quarter of 1959.

-BREAD IS THE STAFF OF LIFE-

BROKER NAMED

CHICAGO—Kitchens of Sara Lee, Inc., has appointed Kelley-Clarke Co., Spokane, as broker for the Spokane area. The announcement was made by Oliver F. Matson, frozen division sales manager for Sara Lee.

Kelley-Clarke will serve as area representative in the sales of the nine Sara Lee frozen baked products.



Plain and Self-Rising

A flour specially milled for the Southern housewife.

BUHLER MILLS, INC.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.



MANAGEMENT TEAM—These men conceived the idea of Fluid Flex and supervised its development. They are, left to right, Ray F. McGee, plant superintendent; Walter M. Cochran, general research and technical service director; John H. Carter, service laboratory supervisor, and Claude W. Lantz, general sales manager, refinery and bulk products, Durkee Famous Foods.



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO. SALINA, KANSAS

A STANDARD FOR OVER 100 YEARS

net res and 13 was ent

13 des ar-

960 oxi-idi-ing ion. cur-000, ing kes, and No

HIGH GLUTEN

WHEAT FLOUR

A PRODUCT OF

GENERAL OFFICES: 1009 CENTRAL STREET

COMPANY
KANSAS CITY 5, MISSOURI
NEW YORK 12, MW 108K

Ringing the Baker's Doorbell

Mr. and Mrs. George Simpson, former owners of the Acme Bakery in Marshalltown, Iowa, have opened the Traer (Iowa) Bakery.

The Edgerton (Minn.) Home Bakery is now under the management of Mr. and Mrs. Nick Vlietstra.

At Bovey, Minn., a bakery section has been installed in the Sportsmens Cafe.

Dupy Bakery, 43-year-old Ottumwa, Iowa, firm, has announced plans for remodeling.

The City Cafe and Bakery, Fergus Falls, Minn., was recently remodeled, with more area provided for the display of baked foods and the addition of a new gas-fired oven. Owners are Pearl and James Greenwood.

The **Stillwater (Minn.) Bakery** recently observed its fifth anniversary with an open house. The owner is Thomas. Hudson.

Tastee Bake Shop, Waukon, Iowa, recently moved into new quarters.

Mrs. Herman Ward recently opened the Homeaid Bake Shop in Dallas Center, Iowa..

Herman Sax has purchased Thauwald's White Bear (Minn.) Bakery. The firm has been renamed Sax's White Bear Bakery.

Fred and Marge Barrett have opened their second retail bakery outlet at Newton, Iowa.

Arthur Beard, Jr., has opened the A.C.B. Independent Bakery at 9636 North 5th Ave., **Phoenix, Ariz.**

Kenneth and Betty Hughes are now owners of the Hol 'N One donut bar at 20 S. Scottsdale Rd., Scottsdale, Ariz.

Treva Campbell has opened a bakery at 1895 3rd St., Yuma, Ariz.

Elisio Lopez has opened the Azteca Bakery at 424 N. 35th Ave., **Phoenix**, **Ariz**.

Betty Bailey has been issued a state license to do business as Betty's Spudnut Shop at 555 West Main St., Cortez, Colo.

Simon Graf of the Peter Pan Pastries in Pinecrest Shopping Center, Tucson, Ariz., has announced completion of a remodeling and new equipment installation program which cost more than \$20,000 at the bakery.

Whaley's Spudnut Shop, 9190 W. Colfax Ave., Lakewood, Colo., has

been granted a license to do business, with C. A. Whaley, Jr., as owner.

Manning's, Inc., will reopen its **Portland, Ore.,** bakery plant. The bakery, located at the company's Portland headquarters building at 350 S.W. Alder St., was closed sev-

eral years ago because of a shift in emphasis to the firm's other bakery operations in Seattle.

Southern Main Donut Shop, Colorado Springs, Colo., has been granted a state license to do business, with B. H. Hassell as owner.

Herman Dehner has opened the Dehner Bakery and Milk Depot at 845 N. 16th St., **Phoenix, Ariz.**

W. H., R. P. and Zula Sheppard have been issued a state license to do business as Shep's Bakery at 107 Aspen St., Fruita, Colo.

At Albuquerque, N.M., the Original Pizza Crust Co. of New Mexico, Inc., has filed articles of incorporation, listing \$250,000 capitalization, to engage in the sale, manufacture and

HOW TO KEEP CLEAN GRAIN CLEAN FOR LESS THAN 1/5 CENT PER BU.

For long-term, low-cost protection against insects, introduce Cyanamid's Premium Grade Malathion before or after fumigation, when bins are filled or when grain is turned. (Use it too, for surface protection and for bin cleanup.)

All new grain or reinfested grain must be fumigated to make it really clean ... free of adult insects and free of larvae and eggs inside and outside the berries. Once clean, Cyanamid's Premium Grade Malathion will keep it protected from all the listed insects for less than 1/5 cent per bushel. Several factors determine the duration of this protection, including variety of insect, tightness of storage, moisture content of the grain, etc. Generally, however, Malathion Premium Grade introduced into the grain stream as it is being stored, or turned, will give control for three months to a year or more.

Advantages of Malathion

Malathion Premium Grade kills the insects — Malathion is powerful. Excellence of control has been proven by commercial elevators, as well as by State and Federal researchers. As you can see in the chart, the list of insects controlled is long...and includes the toughest species.

Malathion is low in toxicity to man and animals - Malathion is actually recommended for direct application on animals and poultry. Residue tolerance in grain is 8 parts per million. Levels normally found after treatment are well below this level

When applied as directed, malathion has no effect on grain germination or baking qualities

...nor on milling qualities. Malathion does not produce off-flavors in products manufactured from treated grain.

How to use Malathion

For protection of grain mass—Malathion can be introduced into the grain stream as a dust or spray. It can be applied during initial storage (and then fumigated) or when grain is turned. Use one pint of 57% emulsifiable liquid per 2 to 5 gallons of water for each 1000 bushels. Or, apply 5% premium grade malathion dust at 60 lbs. per 1000 bushels of grain.

For surface protection—
Malathion can be applied to the surface of stored grain for top protection against surface-working Indian meal moth. It should be worked in to a depth of six inches. Use one pint of 57% emulsifiable liquid per 2 to 5 gallons of water for each 1000 bushels of grain in this top layer.

For bin cleanup—Spray Malathion Premium Grade thoroughly over swept-up surfaces. Use one quart of 57% emulsifiable liquid per 25 gallons of water.

Malathion 57% Premium Grade Emulsifiable Liquid is now available under Cyanamid's own label. Marketing is being handled through regular distributors of our grain fumigation products. For additional information, with to American Cyanamid Companagricultural Division, 321 Gilham Plaza, Kansas City. Missouri. When writing, ask in free leaflet "Protect Stored Grawith Malathion — PE 5045".



The first step in an effective grain storage program is a thorough clearup before the grain is turned-in. Cyanamid's Premium Grade Maisthion is ideal for this purpose. It kills both larvae and adults of all major grain pests. May distr pora

Rees

The Glene been F. Si

Ro Mich ing G

Spraye Grade to a yea of surf ask

5".

ive gre

gh clea

rned-in

de Mela

rpose.

lts of

MALATHION PROTECTS GRAIN AGAINST THE FOLLOWING INSECTS

Lesser grain borer

Rice weevil

Flat grain beetle

distribution of baked foods. Incorporators include Truman G. Brooke, Jr., R. Deane Moyer and C. Mert

The Gourmet Pastry Co., 1855 E. Glendale Ave., Glendale, Ariz., has been opened by Eva Perkins, William F. Smith and Paul Tourville.

Roskam Baking Co., Grand Rapids, Mich., has purchased the Gauss Baking Co., owned by Eugene and Law-Gauss, Lansing, Mich. The Gauss brothers, members of the Gauss family which owned and operated the former Gauss Baking Co. in Ann Arbor for many years, plan to retire.

.

Pride of Arizona, a firm specializing in pies and doughnuts, has been opened by Thomas Hall at Mesa, Ariz.

The following have been issued Small Business Administration loans, all for bakeries or bakery products: Oscar Hernandez, Rio Piedras, Puerto Rico, \$5,000; Jensen Pastry Shops,

Confused flour beetle

Saw-toothed grain beetle

Rusty grain beetle

Inc., Crestwood, Mo., \$50,000; A. & J. Co., Atlanta, Ga., \$75,000.

The Daffodil Farm Bakery operation of the Continental Baking Co., Rye, N.Y., has opened three units of in-store baking operations at Eagle super markets, Rock Island, III.; Moline, Ill., and Davenport, Iowa.

Purchase of Fink's Bakery, Inc., Annville, Pa., by Capital Bakers, Inc., Harrisburg, Pa., has been undertaken. Redclift, formerly

Red flour beetle

Indian meal moth



PICNIC PRODUCTS-The Pillsbury Co. is making this four-color dump bin available to bakers to assist them in promoting and featuring their summertime picnic specialties. Two supporting merchandising pieces -a window streamer and a wire hanger-are available with the kit.

manager of the bread plant of Capital Bakers, Inc., in Harrisburg, has transferred to Annville as manager

of the Fink Bakery.

Sonday Bakery, **Grand Rapids**, **Mich.**, has been purchased by Jack and Ernest Ditmar, brothers. The and Ernest Ditmar, brothers. The bakery was founded 35 years ago by Louis Sondag, who is retiring.

Gold-Ray Bakeries, Inc., has leased a store at 61 Main St., North Tona-wanda, N.Y., as a location for its third bake shop. Mrs. Helen Lysek will manage the new shop. Gold-Ray operates two other shops in Buffalo.

Chemists Tour Research Facilities

MINNEAPOLIS - New developments in agricultural research were outlined for 50 Minneapolis and St. Paul members of the American Association of Cereal Chemists visiting the Cargill, Inc. central research lab-oratories near Wayzata, Minn.

Dr. A. Richard Baldwin, Cargill research director, conducted the tour through the analytical, organic, technical oil, biochemistry and paint ve-hicle laboratories and other building facilities.

The group also saw demonstrated a working model grain elevator and viewed a Cargill motion picture, "Life from the Land."

BOX SHIPMENTS RISE

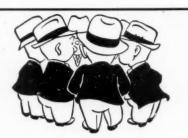
CHICAGO - Folding paper box shipments during March were up 3.4% in dollar volume and up threetenths of a percent in tonnage over the same month last year, it was announced by the Folding Paper Box Association of America. Shipments during the first three months of this year were up 2.8% in dollar volume and remained even with the first quarter of 1959 in tonnage. Industry volume for the quarter was \$231 million, up \$5,500,000 over the first three months of 1959. The same number of tons, 573,000, were shipped during the first quarter of this year as were shipped during the first three months last year. New orders in the first quarter were up 2.2% over the same period last year, while the tonnage of new orders remained the same.



prayed or dusted on grain as it goes into storage, or as it is turned, Premium Grade Malathion can extend the protection of one fumigation from 3 months to a year or more depending on the storage. Dusts are available for the control of surface-working insects.



May



TRADE Pulse

● The Joe Lowe Corp. announces that Albert E. Tolley, a former executive vice president of Ward Baking Co. and vice president in charge of pro-

duction for General Baking Co., has become associated as a special technical representative. Mr. Tolley's knowledge of bakery production and the attendant problems will be available to the industry in conjunction with the Bak-Kraft line of bread and cake products now being distributed coast-to-coast and in Canada.

● It is reported that A. J. Civitello has been named manager of the Continental Can Co. flexible packaging plant in Devon, Pa. It was announced by R. J. McLaughlin, manager of manufacturing for the flexible packaging division, that Mr. Civitello has been division production engineer and formerly was assistant Devon plant manager.

• At Milwaukee, Steve D. Pierce, sales manager for the Carpenter Bak-

ing Co. more than 20 years, is now owner and operator of G. R. Warren & Associates, specialty advertising

• At Orange, Texas, Arthur N. Aronsen has been promoted by the Western-Waxide division of Crown Zellerbach Corp. from plastics product manager to plant manager of the division's Orange polyethylene plant. He succeeds Peter J. Metz who becomes project manager, packaging division, at Crown Zellerbach head-quarters in San Francisco. A native of New Orleans, Mr. Aronsen is a graduate of Massachusetts Institute of Technology. He joined Western-Waxide in 1948 as an industrial engineer. He was later promoted to assistant plant superintendent for the division's North Portland, Ore., plant and, in 1955, became plant superintendent there. In 1956, he returned to San Leandro as plant superintendent and, in 1959, became plastics product manager. Mr. Metz graduated as a chemistry major from St. Norbert College, Wis., and later took graduate work in mathematics at the University of Wisconsin. He worked for eight years in sales, technical servicing and chemistry before joining Western-Waxide as packag-ing engineer in 1949. He later became division technical supervisor at San Leandro, Western-Waxide plant su-perintendent at Los Angeles and, in June, 1958, manager of the new polyethylene plant at Orange.

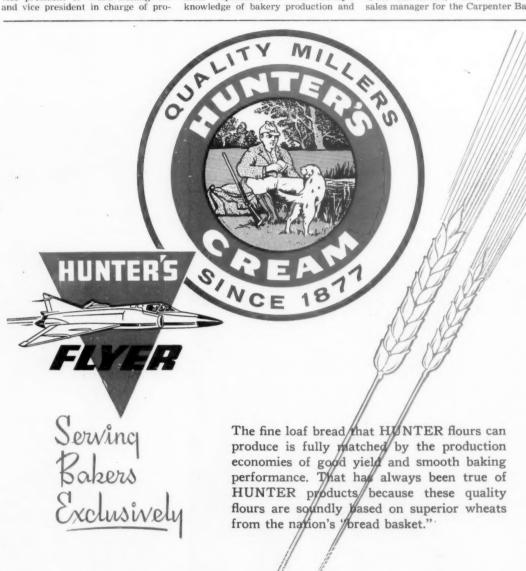
● E. D. Swenson, until recently chief engineer of the materials handling section in the food machinery division of Baker Perkins, Inc., Saginaw, Mich., has been named a sales engineer to cover a five-state area. His new duties, according to Claud Bryson, vice president in charge of sales for the division, include bakery equipment problems, involving surveys, layouts, specifications, prices, or services on new and existing Baker Perkins products. In his assignment, Mr. Swenson will cover the states of Michigan, Ohio, Indiana, Kentucky and New York. Prior to joining Baker Perkins nearly three years ago, Mr. Swenson had been associated with Sprout, Waldron & Co., International Milling Co., and Albers Milling Co. He is a graduate of Kansas State University with a B.S. and M.S. in milling technology and industry.

• William T. Adams, who has been sales manager of the Chas. Freihofer Baking Co., Inc., Albany, N.Y., for 26 years, has been named manager of the company's new wholesale division in New Paltz, N.Y.

● The appointment of Edmund P. Barys as Midwest sales director for Brownberry Ovens, Oconomowoc, Wis., has been announced by Mrs. Catherine Clark, president. Mr. Barys will have offices in Oconomowoc and Chicago. Most recently he was director of sales promotion for Noon Hour Foods, a division of Benson Fish Co.

Hough Bakeries, Inc., Cleveland, has elected Edward T. Gilchrist to the newly created job of vice president, administration. Mr. Gilchrist formerly was assistant to the president of Hough Bakeries, Arthur E. Pile. He is serving presently as chairman of the multiple unit branch, American Bakers Assn.

• In Chicago, Wesley M. Dixon, president, Container Corporation of America, was named chairman and chief executive officer of the packaging organization. In the latter post he succeeds the late Walter P. Paepke, founder of the company. Other action taken by the board of (Turn to PULSE, page 42)





IT PAYS TO BUY FROM HUNTER

e a e i- i- e it i-

1-

k at le

n-re g-ne u-in

ef

ng on w, gi-Iis

es p-ys,

Ir. of

ky

Ar. ith

ate

fer

26 of

ion

P. for OC. rys and

ecour Co. nd, to esirist esi-E. air-nch,

res-of and

P. any.

HIGHLIGHTS OF FLEISCHMANN'S SERVICES TO BAKERS: THEN AND NOW

Joor to a New Day 1911 . . . the lettering artist finished

his job, and a new service was born ES PROMOTION

The artist finished the lettering on the l old-fashioned door. Fleischmann's Sales Promotion Department was open for business. The year? 1911. Even in its young years Fleischmann recognized the principle which guides us today: the way to sell more Fleischmann products is to help the baking industry sell more baked products. It is an idea which has paid off handsomely for the baking industry.

Today, bakery promotion is one of the responsibilities of our Customer Service Department. We work toward our original goal. Take, for instance, this one phase of our activities: every year we promote the bakers' cause to the grocer. Using full page ads in grocery trade magazines, Fleischmann dramatizes the profit potential of displaying and featuring a wider variety of bread and baked foods. Campaigns such as Picnic Months and Good Breakfast Months are publicized, too.

Fleischmann's Customer Service is the only set-up of its kind in the industry. It will be available to bakers as long as Fleischmann has a customer who needs it!

Fleischmann's Yeast

ASBE Report

Fermentation Problems Confronting The Baker Today

By PAUL P. MERRITT

Fermentation problems are essentially the same as they have always been . . . only the requirements have changed

The topic I am to discuss concerns everyone who makes yeast-leavened products. It may be the most important factor involved in the production of our staff of life. For, on fermentation depends the flavor of bread and its leavening. All other factors such as the types and quantities of ingredients are secondary in the determination of the flavor of the baked product.

If we are to discuss fermentation we should understand its function in the baking process. Yeast produces fermentation. It conditions the dough by mellowing and stretching the gluten structure and by producing acidic substances which soften the gluten, thus making it more extensible. This conditioning is very essential for handling with such conventional equipment as dividers, rounders and moulders.

The yeast in its action on sugars

produces carbon dioxide gas, alcohols, aldehydes, esters and other substances that contribute to the taste, flavor and aroma of bread. Some of these are driven out of the bread during baking and some react with others at the temperature of baking, producing the delightful aroma that characterizes fresh baked bread. The yeast also leavens the dough

The yeast also leavens the dough with the carbon dioxide gas evolved when sugar is consumed by the yeast. It is the expansion of gas in cells in the dough which expands or leavens the dough. Solution of a part of the carbon dioxide in moisture of the dough produces carbonic acid which helps to acidify the dough, lowering its pH from about 65 to about 5.0 in the bread.

In order to understand the fermentation problems of today we should review the methods of fermentation during the past 35 years and consider the changes in processing methods that have brought about changes. I can speak from experience for that period.

In the early twenties life moved more slowly than now. Much of the dough was mixed in slow speed mixers at 20 rpm and it took 15 to 25 min. to mix a dough. Formulas were simple and consisted principally of flour, water, salt, sugar, shortening, yeast and yeast food. The use of dry milk was just getting started. Many straight doughs were run through a doughbreak 20 to 40 times after a long, slow fermentation. The larger bakeries had a few higher speed mixers that ran at 45 to 60 rpm and, consequently, they used the spongedough process. During this period the percentage of yeast ranged from 1.5 to 2, the larger amount being used in the straight doughs. The bread during this period was characterized by a good fermentation flavor be-cause it was given the time to ferment and produce a flavor.

The Pace Quickens

In the middle to late thirties things began to pick up. More bread was made from sponges. More sponges were made. The tendency was to increase size of sponges or shorten the fermentation time of the sponges. The modification of procedure was to increase yeast content or to raise temperatures, or both.

As the speed of mixers was increased to a range of 60 to 72 rpm or higher, mechanical development of the doughs took over some of the work formerly performed by the yeast. The doughbreak was used less and less. The straight dough made was usually mixed in high speed mixers.

All these faster processes tended to yield a bread with less fermentation and a blander flavor. More and more reliance was put on adjuncts and so-called improvers. Understand me, I am not opposed to improvement, I merely wish to indicate where we have been and how we got here.

The forties witnessed more changes in processing. Manpower was in short supply. Also, it cost more. The obvious result was to hurry the process. Temperatures in doughs, in fermentation rooms, in proof boxes and in ovens were raised. The quantity of yeast used was increased to perform its function in less time.

The enforced use of an 80% extrac-

The enforced use of an 80% extraction flour also affected the quantity of yeast needed to get its work done in the time available. As soon as sugar quotas relaxed, the quantity of sugar was increased from 2 to 4% up to as much as 6% or more. Dry milk solids usage increased, too.

Both these increases had a direct effect on the usage of yeast. Since both milk and sugar have a depressing effect on the fermentation rate, the yeast content had to be raised. By this time a large proportion of bread was made with the spongedough process. Straight doughs were used mainly by retail or smaller bakeries, or in hearth baked breads such as rye, Vienna, French or Italian style breads.

In the fifties we began to see major changes in the processes for making bread. These changes are exemplified by the use of liquid ferments or brews to replace the conventional sponges, followed by conventional handling of the dough. There are many reasons one may give for using a liquid ferment. They save space, equipment and time. They are flexible. While solving some of the bakers' problems they create some new ones.

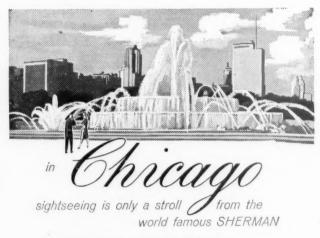
Among these are sanitation of a type not previously encountered in bread production. Another is production of a fermented flavor equivalent to that produced in conventionally made bread. In order to produce bread with a liquid ferment to replace a conventional sponge, it was necessary to increase the yeast from 2 or 2¼ % up to 3% or more. Generally, this change in yeast percentage

EDITOR'S NOTE—Mr. Merritt is with Red Star Yeast & Products Co., Milwaukee. His paper was presented before the 36th annual meeting of the American Society of Bakery Engineers held in Chicago.

with sufficient brew time enabled the baker to produce bread with all essential characteristics of conventional bread.

The reason why the quantity of yeast used in liqu'd brews must be increased over that used in convenional 4-hour sponges is apparent when we look at the following tables.

Let us observe (Table I) the number of yeast cells and buds found in a sponge at the beginning of fermentation and at the end of 4 hours. We find that the yeast percentage is 2.25 in the sponge and the growth during



Steps from all shopping, theatres, Lake Michigan, downtown business, many places of interest. 1501 rooms with radio, year-around weather conditioning...TV. Garage Parking. No charge for children 12 years

Garage Parking. No charge for children 12 years or under. World-Famous Restaurants—

College Inn Porterhouse—Well of the Sea.

Drive your car right in the hotel



Completely Air Conditioned FR 2-

Chicago's most convenient hotel . Randolph, Clark and LaSalle Streets

all white BIRCH 7-ply 3/8" PEEL BOARD

uniform grain, rounded edges outlasts all other boards

LOW, LOW PRICE FAST, FAST DELIVERY

from east and west coast warehouses

Write, Wire, Phone TODAY

north american 120 E. 56th St. New York 22 CORPORATION Plaza 1-3236

Lyon & Greenleaf Co., Inc.

MILLERS OF QUALITY SOFT WHEAT FLOURS SINCE 1866 LIGONIER, IND.

KNAPPEN MILLING COMPANY

BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS AUGUSTA, MICH.

4 horstage

May

Grow Sponge Dough:

sponge

Not the a brew to the the p is 3. amou the d

Brew:
Dough:

yeast

grew end

job

leave

dought to 3. period the s good of 3% The the g tivity The c tive a time and r

proof a sub

proof

tv ar

The preparation procestion procestion procestion procestion procession proces

and telem.

It creat vor vindee the flavor tende with

venti

the cday a ceive duce we n for. our a flavo taste

taste brea jectiit is It is only

stan To one,

vere

tal

pli-

s or

onal

onal

are

sing ace,

exi-

ers'

of a l in duclent ally duce rewas rom nertage

Co.,

En-

the

es-

be

ven-

oles.

ıım-

in a

4 hours is 56%. During the dough stage, ending at end of proof period, the growth is only 1%.

Growth of Yeast Period		TABLE I in Sponge Cells*		Process % Growth				
Sponge:	start	434 456	7 230	54				
Dough:	start	273 295	139	1				
• Cells sponge or		ds in millio	ons per	gram of				

Now consider Table II which shows the growth of yeast in 3.5 hr. of brew fermentation and in dough up to the end of proof period. This time the percentage of yeast in the brew is 3. In the brew the yeast growth amounted to only 1% and to 15% in the dough.

		T	AB	LE II				
Growth	of	Yeast	in	Brew	Dou	gh	Process	
	Peri	od	C	ells*	Bu	ds	% Gro	wth
Brew:	star			10 50		58 37	1	
Dough:	star			86 88		5	15	
Cells brew or d			i	n mil	lions	per	gram	of

It is apparent that the 2.25% of yeast in a conventional sponge-dough grew to a population of 3.55% at the end of the proof period and did its job of conditioning, flavoring and leavening satisfactorily. In the brewdough process the 3% yeast grew to 3.48% at the end of the proof period, which almost equals that of the sponge-dough process. This is a good indication that a yeast content of 3% was satisfactory for brews.

There is an important difference in the growth rate and physiological activity in the dough stages, however. The doughs from brews are more active and a small increase in the floor time period results in a shorter proof and more fermentation flavor. A 20-min. increase in floor time cut the proof time by \(\frac{1}{2}\), or 12.5\(\frac{1}{2}\). This is a substantial saving in time, provided proof box capacity is a limiting factor. Naturally, better flavored bread results from the greater yeast activity and population.

Liquid Ferments

The use of liquid ferments in the preparation of doughs by continuous processes is still another fermentation problem. Ultra high speed dough mixing has removed nearly all the work of mellowing gluten in the dough formerly done by yeast. Action of yeast in a liquid ferment for a period much shorter than a conventional sponge does not develop the flavor in bread that occurs in a conventional process.

The proper combination of yeast and time will help to solve this prob-

It is doubtful whether we want to create in our bread of today the flavor we had several decades ago, and indeed it may not be necessary, for the trend has been to sacrifice the flavor of fermentation for the light, tender, long-lasting bread that meets with generally good acceptance by the consumer. Few consumers of today are familiar with bread that received sufficient fermentation to produce a pronounced flavor; and what we never had we do not miss or long for. As an example of the change in our acceptance of tastes, aromas and flavors I could mention the smell and taste that propionates impart to bread. A few years ago it was objectionable to many consumers. Now it is widely accepted and welcomed. It is considered by many to be not only natural but desirable from a standpoint of flavor.

To make it perfectly clear to everyone, I am speaking of the flavor and aroma of bread contributed by the yeast during fermentation. Yeast, and yeast alone, produces the flavor we seek for our bread. This flavor, though bland, is still quite different from that of bread produced with any other type of leavening.

other type of leavening.

An example of the problems in fermentation confronting bakers today is the effect of stronger flours.

is the effect of stronger flours.

There was a period in the thirties and forties when higher yielding—but poorer baking wheats — were widely grown. These wheats produced flour of lower protein content. They yielded doughs that fermented easily but had poor machining character-

istics. Lately the wheats have been much improved. The protein content is higher and of better quality. It is tougher. It requires more fermentation which can be provided by a larger quantity of yeast, a higher temperature or a longer time. It is often practicable to use a combination of these

When a longer time is not possible, the same end may be accomplished with a quarter percent more yeast and one or two degrees higher dough temperature. In brew doughs it was seen that the yeast is very active in the dough stage.

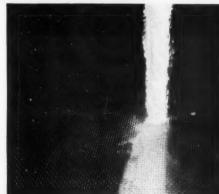
Another complication in flour

strength has been provided with air classification of flour fractions. It is now quite possible to produce a higher protein flour than a conventionally milled flour from the same wheat. As noted before, this requires more work to get a fully fermented dough. The same solution as given for stronger wheat flour applies to this problem, too. Generally speaking, flours of higher protein content require longer mixing to reach optimum development.

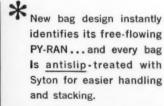
To meet the needs of yeast fermentation of stronger flours it is often necessary to increase the quantity of yeast food over what was am-



With a
Bonus
in the
Bag*



Flow-easy PY-RAN provides ideal leavening for foolproof prepared mixes and self-rising flour. Blends perfectly with other leavening agents ... flows fast through automatic feeding screens. Good reasons quality-conscious millers specify PY-RAN monocalcium phosphate.



PY-RAN, SYTON: T.M.'s of Monsanto Chemical Co.



Monsanto Chemical Company Inorganic Chemicals Division St. Louis 66, Mo.

WORLD'S LARGEST
PRODUCER OF
ELEMENTAL PHOSPHOROUS



May.

ple 10 or 20 years ago. Then, $\frac{1}{2}\%$ was about the maximum quantity used. Now it is often necessary to use $\frac{3}{4}\%$, or the maximum allowed under the federal bread standards.

The use of larger quantities of sugar and dry milk the last few years is common practice. Naturally it requires more fermentation to mature a dough than if lesser quantities were used. As with stronger flour, the proper action is to use more yeast, up to 6 or 8%, more time or higher temperatures.

Thus we see that the fermentation problems are essentially the same as they always have been. Only the requirements have changed. The ways of meeting these requirements are simple, but very important. The adjustment of the three factors affecting fermentation depends on such factors as the economics of using more yeast or longer time. The use of higher temperatures is limited less by economics than by physical effects on dough handling and make-up facilities.

These are solutions the baker must use his good judgment and experience to provide, by balancing time, temperature and yeast content to fit his own needs at the place and occasion they occur.

Miner - Hillard Milling Co.

Manufacturers of CORN FLOUR - CORN MEAL CORN SPECIALTIES

Moore - Lowry Flour Mills, Inc.

Kansas City, Mo.

PRECISION-MILLED FLOURS



May

May 9-10—Iowa Bakers Assn.; annual convention; Fort Des Moines Hotel, Des Moines, Iowa; sec., Earl F. Weaver, 6416 Colby Ave., Des Moines, Iowa.

May 9-11—Biscuit & Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., 1960 joint meeting, The Plaza, New York; sec. B&CMA, Walter Dietz, 20 N. Wacker Drive, Chicago 6, Ill.; sec. BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 20-22—National Association of Flour Distributors, Waldorf-Astoria Hotel, New York; sec., Philip W. Orth, Jr., 403 E. Florida St., Milwaukee 4, Wis.

May 22-25—Associated Retail Bakers of America, annual convention and exhibition, Municipal Auditorium and Hotel Schroeder, Milwaukee, Wis.; exec. sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

June

June 4-6 — Pennsylvania Bakers Assn., mid-year convention; Galen

"DIAMOND D"

A High Grade Bakers' Spring Patent Milled Under Laboratory Control from Montana Spring Wheat Sheridan Flouring Mills, Inc. Hall Hotel, Wernersville, Pa.; sec., Theo Staab, 600 N. 3rd Street, Harrisburg, Pa.

June 5-7—New York State Association of Manufacturing Retail Bakers, annual convention; Sagamore Hotel, Bolton Landing, Lake George, N.Y.; sec., Frank E. Englert, Jr., 135 Primrose Drive, New Hyde Park, N.Y.

June 11-13—The Bakers Association of the Carolinas, annual convention; Myrtle Beach, South Carolina; sec., Mary E. Stanley, P.O. Box 175, Rockingham, N.C.

June 23-27 — Bakery Equipment Manufacturers Assn., annual meeting, Key Biscayne Hotel, Key Biscayne, Miami, Fla.; sec., Raymond J. Walter, 511 Fifth Ave., New York, N.Y.

June 26-28—New Hampshire-Versec., Cal Gaebel, General Mills, Inc., mont Bakers Assn., annual convention; Wentworth Hall, Jackson, N.H.; 214 Harvard Ave., Boston 34, Mass.

July

July 24-27—West Virginia Bakers Assn.; 1960 convention; Greenbrier Hotel, White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

September

Sept. 11-13 — Southern Bakers Assn., annual production conference; Dinkler Plaza Hotel, Atlanta, Ga.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain Street, N.W., Atlanta 3. Ga.

Sept. 17-20—New Jersey Bakers Board of Trade, Inc., annual convention and exhibition; The Berkeley Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, 48 Claremont Ave., New Brunswick, N.J.

Sept. 18-21—Missouri Bakers Association, fall outing and meeting; Arrowhead Lodge, Lake Ozark, Missouri; sec., George H. Buford, 2214 Central Avenue, Kansas City 2, Kansas.

Sept. 24-26—Southwest Bakers Association, annual convention; Herring Hotel, Amarillo, Texas; sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, New Mexico.

October

Oct. 2—Kansas Bakers Assn., annual fall meeting; Allis Hotel, Wichita, Kansas; sec., Warren M. Burke, 3232 Roanoke Rd., Kansas City, Missouri.

Oct. 15-19—American Bakers Assn., annual meeting and convention; Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 16—Bakery Equipment Manufacturers Assn., fall meeting; Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

November 5-6 — Nebraska Bakers Assn., annual convention; Town House, Omaha, Nebraska; sec., Louis F. O'konski, Jr., Standard Brands, Inc., 1806 Chicago St., Box 1042, Omaha, Neb.

Nov. 14-15—New England Bakers Assn., fall convention; Sheraton-Plaza Hotel, Boston, Massachusetts; sec., William E. Bowman, 945 Great Plain Ave., Needham 92, Mass.

100

January

Jan. 14-17—Ohio Bakers Assn., annual convention; Carter Hotel, Cleveland, Ohio; sec, Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

February

Feb. 3-5—Bakers Association of the Carolinas, annual stag outing; The Carolina, Pinehurst, N. C.; sec., Mac Inscoe, V. C. Ambler Co., Paris, Texas

Feb. 3-5—Bakers Association of the Carolinas, annual stag outing; The Carolina, Pinehurst, N.C.; sec., Mac Inscoe, V. C. Ambler Co., Paris, Texas.

April

April 16-19 — Associated Retail Bakers of America, annual convention; Hotel Sherman, Chicago, Illinois; sec., Miss Trudy Schurr, 731-35 W. Sheridan Rd., Chicago.

All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

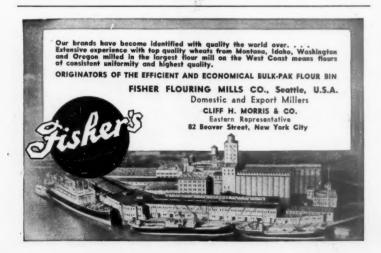
GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS



THE NEW CENTURY CO.

339 So. Union Ave. Chicago 9, III
Always in Market for Flour and Food

Producers of

DRIED BREWERS' GRAINS

BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

n-li-

NEBRASKA WHEAT

year after year...

CONSISTENTLY SUPERIOR



...in the field

...in the mill

...in the loaf

Nebraskans GROW it. Millers and bakers KNOW it to have superior milling and baking qualities-qualities that STAND OUT, every step of the way from bin to bakery.

Of Nebraska's 1959 wheat acreage, 99.6% represented varieties which rate "GOOD TO EXCELLENT" in milling and baking characteristics. Strong gluten varieties constituted 62.2%, and mellow gluten varieties accounted for 37.4%.

Flour milled from Nebraska wheat gives better baking performance.

- ADEQUATE MIXING TIME AND TOLERANCE
 - UNIFORMITY
 - HIGH ABSORPTION

Three reasons why it will pay you to specify "NEBRASKA wheat" in your next order.



Commission

606 Trust Building | Lincoln 8, Nebr.

Available for free showing on request: "THE LAST WHEAT CROP" New 27-min. full-color sound film. Write:

Write:
Bureau of Audio Visual Instruction
University Extension Division
Lincoln 8, Nebraska

NEBRASKA GRAIN IMPROVEMENT ASSOCIATION

LINCOLN. NEBRASKA Cooperating with the College of Agriculture



May.

Worth Looking Into



New Products
New Services
New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4475—Automatic Poly-Bag Sealer

Carbert Manufacturing Co., division of Pneumatic Scale Corp., Ltd., has made several installations of automatic Poly Bag Sealer Model 1010, specifically engineered for bakery use. The machines are finished in white enamel and operate off a neoprene conveyor belt 16 ft. in length. Once the loaded bags are placed on the conveyor they move through sealing, trimming and coding operations and drop off into waiting tote trays at the rate of 40 finished packages min. The Carbert machine makes use of a heated Nichrome wire. Contact is made in such a way that, as the polyethylene melts, the molten flow is trapped by the holding bands. When cooled, the resulting seal is four times as strong and thick as the bag itself. An automatic imprinter is installed in line with the sealing and trimming operation to place a date-code marking at any desired location on the bag surface. The machine is capable of 1,200 linear ft. min., but in bakeries, operates with

two persons loading at speeds capable of taking the output of most commercial ovens. For more information, check No. 4475 on the coupon, clip and mail.

No. 4476—Article On Bulk Handling

Reprint 7-60, a story of how Halter's Pretzels, Inc., saves \$11,700 annually by utilizing Tote Bins for delivery and in-plant handling of flour, is offered by Tote System, Inc., manufacturer of the bulk material handling system which makes the savings possible. For a copy, check No. 4476 on the coupon, clip and mail.

No. 4477—Personalized Gift Promotion

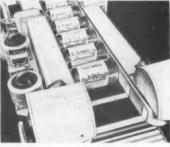
The Unger Co. has available accurate replicas of bakery trucks, personalized with the name of the baking firm which purchases them as promotional pieces to be distributed to children. The miniature trucks contain slots, making them useful as



children's banks. The replicas were developed by Federal Tool Corp. and are made of special break-resistant plastic. All models come in a choice of red, yellow, blue, green, ivory, cream or white and are individually bagged in polyethylene. For details, check No. 4477 on the coupon, clip and mail.

No. 4478—Bread Wrapping Seal

Fabricon Products has developed a bread wrapping machine converter for rapid, positive sealing of polyethylene film. The new unit, called the "Fab-Wrapper" is designed for use with AMF wrapping machines, models 3-22 and 3-121, and easily connects to existing equipment. "Instead of stationary hot plates, the Fab-Wrapper incorporates mobile heating elements built into an endless conveyor belt," says R. D. Halford, Fabricon's packaging division general manager. "As wrapped loaves come off the wrapping machine, they are gently cradled by the heating elements which apply slow, uniform heat



to all closure points. Loaves remain pressed against the elements from 7 to 9½ seconds, assuring secure end and bottom seals. Use of mobile heating elements avoids the application of extremely high temperatures at rapid sequences which normally cause burn holes or imperfect closures. The unit can be adjusted for tight seals under end labels or spot sealing for easier opening when desired." The Fab-Wrapper will efficiently seal polyethylene film of one mil thickness, providing a 30,000 square-inch yield per pound of wrapping material. According to the company, this cost-saving feature, together with the reduced amount of over-lap required at closure points, contributes to substantially lower packaging expense for the baker. Check No. 4478 on the coupon, clip and mail for details.

No. 4479—Catalog On Labeling Machine

Operational procedures and specifications of a machine for automatically affixing labels or tickets to sealed polyethylene packages are described in a catalog sheet prepared by Amsco Packaging Machinery, Inc. Latest addition to the Amscomatic Packaging Method, a completely automatic system for producing tight-to-product edge sealed poly packages, the Amscomatic 300 label applicator automatically places a pressure sensi-

tized label or ticket on each sealed conveyor-borne package. Designed for application of blank of pre-printed labels, the new unit will operate alone or in tandem with a Soabar printer which permits the Amscomatic 300 to imprint labels automatically on the packaging line. The Amscomatic 300 Label Applicator handles standard labels or tickets of from 1 to 4-in. in width and ½ to 1% in. in height. Copies of the catalog sheet may be obtained by checking No. 4479 on the coupon, clipping and mailing.

No. 4480—Cellophane For Plastic Wrapping

A bakery cellophane engineered for faster wrapping speeds has been announced by the Du Pont Co. Designated New MSD-60, its chief advantage over the former MSD-60 is an improved heat seal, allowing a lower—and wider—range of sealing temperatures. Until now, a temperature of at least 300° F. was required for satisfactory machine sealing with cellophane, but New MSD-60 requires only 250°. The new film features the same strong seal, good appearance and high yield that have made MSD-60 a standard for wrapping bread and other baked products for the last two years. The lower temperature makes higher machine speeds possible, since the film needs less time in contact with heater plates to reach an effective sealing temperature. The result is improved machine efficiency, trouble-free production and lower cost. For details, check No. 4480 on the coupon, clip and mail.

No. 4481—Book Deals with Displays

The problems of creating effective displays are given authoritative, practical analysis in a new book, "Exhibition and Display," by James Gardner and Caroline Heller, published by F. W. Dodge Corp. Major sections explain the functions and limitations of exhibition, displaying merchandise, selling ideas, how to catch the public's eye, the importance of lighting, circulation and stand layout, special effects, the use of plants, and other features. For details, check No. 4481 on the coupon, clip and mail.

No. 4482—Material Prevents Vibration

Vibra-Check, produced by Lowell Industries, Inc., is an anti-vibrational material designed to be placed under the base or feet of machines to prevent their transmission of vibration and noise to surrounding areas. Actual service conditions have proved this material will eliminate up to 90% of vibration, the firm claims. Vibra-Check is said to be simple to install.



No lagging or cementing to the floor is necessary. Creeping or crawling of vibrating machinery is impossible on Vibra-Check pads because of the high coefficient of friction (.8), and the vacuum suction cup pattern of Vibra-Check's surface. Vibra-Check conforms to rough or uneven floors. In applications where leveling becomes necessary, leveling screws bear down on metal shims which are inserted be-

		No. 44 No. 44 No. 44 No. 44 No. 44 No. 44 No. 44	76— 77— 78— 79— 80—	Bulk Perso Wras Cata Plast Disp	Har pali ppin log lic V	ized g S Vra Boo	Gi	FP	000000	No. No. No. No. No. No.	44	184- 185-	-V	/he	el hur	9	him		er			
Others	(list	nun	nber	s)					••		• •				• • •		• •	• •				
NAME				• • •						• • •	• •	••										
COMP	ANY			• • •		• • •					• •				• • •							 • •
ADDR	ESS																			0	• •	
	- CLIP	DUT —	FOLD	OVE	R ON	TH	IS LI	NE-	-FI	ISTE	N (STA	PLE,	, TA	PE,	GL	UE)	_	MAI	L-		_

PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY-

The American Baker

P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

ecial ther

4481

ional inder preation

Ac-

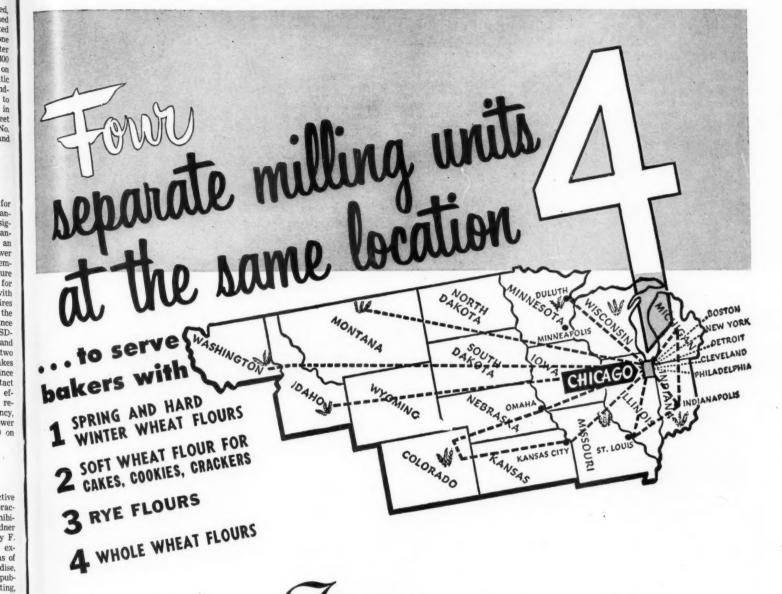
ibrastall.

floor ng of le on high the ibracon-

s. In

down

ed be-





ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

Ma

tween the foot or base of the machine and the Vibra-Check pad. Check No. 4482 on the coupon, clip and mail for details.

No. 4483—High Speed Package Weigher

A high-speed weigher with a proven accuracy of 1/20 oz. has been developed and marketed for the foods packaging industry by The Olofsson Corp. The new machine delivers a finished charge at speeds up to 70 charges min. with no unnecessary stopping or starting. A finished charge is delivered each 12 revolutions of the input drive shaft, thus eliminating start-stop wear and tear. The Olofsson weigher has eight scales glove-fitted in a merry-go-round under a single variable feedback control. It receives a charge in one tray, while others are being trimmed, check-weighed and emptied into a package or carton—all during the same moment. The machine levels off packed or fluffy variations and maintains an even weight on the main supply vibrator. Check No. 4483 on the coupon, clip and mail for details.

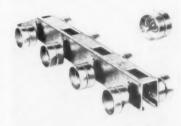
RUNCIMAN MILLING CO.

MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Solf-Rising
IONIA, MICH. PHONE 65



No. 4484—Wheel For Storage Rack

A wide-face wheel is installed on the flow track of a new live storage rack manufactured by the Rapids-Standard Co., Inc. The wheel is 1½ in. wide and 1½ in. in diameter, with wheels on 3 in. centers. Flow racks can be designed to handle distributed loads of 40 lb. ft. The wheel is particularly applicable to live storage in the warehousing of baked foods, knocked-down cartons and other articles stored in paperboard or light corrugated boxes. The extra width lessens indentation into cartons by



providing more surface on which conveying cartons ride. This permits use of less pitch to start cartons to move forward when the first unit in the line is removed—even if cartons have remained on the flow rack for a long period of time. For details, check No. 4484 on the coupon, clip and mail.

No. 4485—Brochure On Wrapper

Alfred J. Fava, general manager of American Machine and Foundry Co.'s bakery machinery division, announces availability of descriptive literature on the firm's "Selecta-Standard" series wrapper. The two-color brochure deals with the many engineering advantages of Selecta-Standard over existing equipment. It also gives a detailed description of the design features that make Selecta-Standard machines capable of handling polyethylene, pliofilm and other polymers as effortlessly as they handle conventional wrapping materials. The piece describes both Selecta-Standard wrappers: Model 3-175, the high speed machine for volume bread wrapping, and the versatile 3-150, capable of wrapping rolls and buns, and bread at medium speed. Complete operating, electrical, dimensional and weight specifications are included. For a copy of the brochure, check No. 4485 on the coupon, clip and mail.

No. 4486—Automatic Bulk Weighing

The successful field-testing of a complete system for automatic weighing up to 600 tons an hour of raw sugar, held to a tolerance of 1/20th of 1% per weighing, has been announced by Richardson Scale Co. Readily adaptable to a variety of materials with the same characteristics as raw sugar, the system is comprised of suitably-braced structural steel tower, including stairs and platforms, railings, and ladder with safety cage, as well as air compressatety cage, as well as air compressor. Heart of the structure is Richardson's V-37 Automatic Hopper Scale of a beam level type employing the "weighing in and weighing out" principle which meets the requirements for accuracy specified by the U.S. Bureau of Customs in the determination of importations in the determination of import duties. These scales are normally supplied in sev-eral sizes to handle from 100 tons an hour up to the field-tested capacity of 600 tons an hour under continuous operation, but scales for smaller or even larger hourly capacities can be supplied to meet existing or proposed needs. Check No. 4486 on the coupon, clip and mail for details.

No. 4487—Containers For Baked Foods

Promotional Container Co. announces a line of deluxe "Jewel Box" containers for packaging fruit cake, cookies and baked foods. All sizes can be manufactured to specifications, including the popular 2 lb., 3 lb., 5 lb. and loaf shape. Leatherette outer coverings in all colors and grains may



be chosen with a distinctive gold design embossed on the cover. Individual stampings can be imprinted for exclusive use. Interior linings are made of either moisture-resistant gold foils in delicate engine-turned designs or colorful velours to harmonize with its exterior. Check No. 4487 on the coupon, clip and mail for details.

No. 4488—Conditioner For Baking Pans

A permanent, heat-absorptive conditioner for aluminum and aluminized



steel baking pans has been announced by Ekco Engineering Co. This conversion treatment process offers aluminum and aluminized steel pans the same permanent heat pick-up qualities as provided in tinplate pans through "Bake-Pred" conditioning. Called "Bake Prep-A," this conditioner does not have to be reapplied. It withstands abuse and chemical attacks, is unaffected by baking components, and is more uniform and inert than other coatings. Also, Bake Prep-A processed pans are easier to clean and reglaze, it is claimed. For details, check No. 4488 on the coupon, clip and mail.

No. 7854—Electric Vibrator

An explosion proof, electric vibrator for moving stubborn materials through bins, chutes and hoppers has been introduced by the Cleveland Vibrator Co. Called the "RC-32" the totally enclosed vibrator is approved by Underwriters' Laboratory for use in Class I, Group D conditions. Because it uses no pulleys, belts or springs, the company claims its operation is practical and maintenance requirements are minimal. The vibrator delivers 3,600 vibrations a min-



ute with 60 cycle current. Vibration force is produced by eccentric weights which are fastened on each end of the rotating motor shaft. The user can abjust vibration impact from 385 to 1,100 lb. with seven separate settings. The manufacturer states that adjustment can be made easily and quickly. The vibrator is available in three phase, A.C. current, 220 or 440 volts, with an input of 500 watts. For details check No. 7854 and mail.

The Williams Bros. Co. Merchant Millers KENT, OHIO, U.S.A. Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

George Urban Milling Co.

More Than 100 Years of Milling BUFFALO, NEW YORK

"Golden Loaf" That's Our Brand— The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.

Exceptional Bakery Flours

THE ABILENE FLOUR MILLS CO. ABILENE, KANSAS

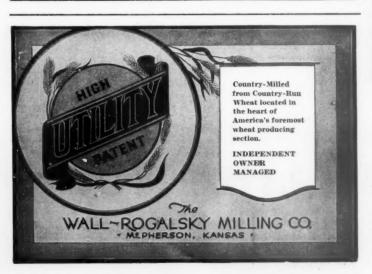
Capacity 4,000 Cwts. Daily

Grain Storage 4,700,000 Bus.

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Rlodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



the alians ing. ndi-

ied. atomin-

r to For

has l Vithe oved use Bes or opance vimin-

ration eights nd of user from

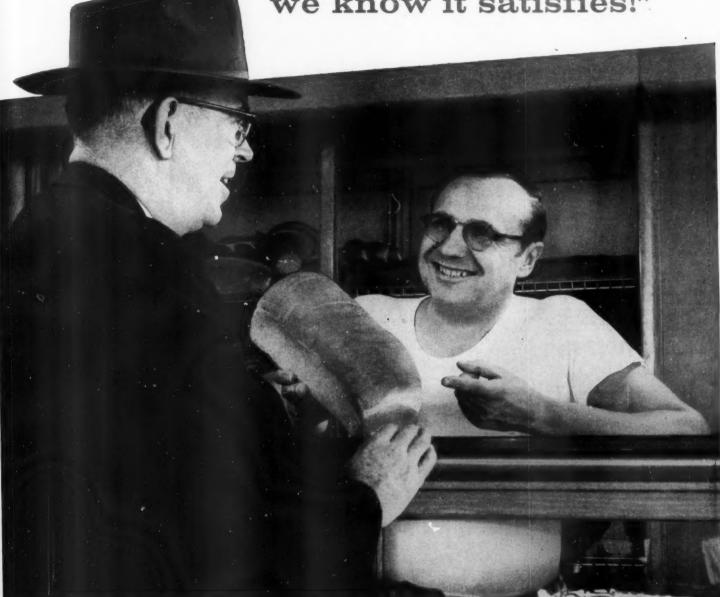
states easily availrrent, out of

. A.

Co.

ling

"In the bakery business...
we know it satisfies!"



John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

This is what King Midas has done: "From Field to Flour." A successful result of combining these methods; to buy the best quality wheat obtainable; to process it with the most up-to-date milling equipment; to protect and maintain quality by scientific methods and milling experience; and the last and most important is to satisfy the bakers' needs.

Bakers both large and small know that this is the King Midas story that is enacted for them each day.

King Midds FLOUR MILLS
MINNEAPOLIS MINNESOTA

On the job
when it counts...
AMERICAN NATIONAL
RED CROSS



May

Heinz Kicks Off 1960 Picnic Season Bun, Relish Promotion

PITTSBURGH - H. J. Heinz Co. kicked off the 1960 picnic season May 1 with a national offer to buy sandwich and hot dog buns for outdoor

Details of the Heinz "summer relish promotion" were announced by Richard Patton, product manager, who said that the offer will continue through July 30. Heavy advertising support, particularly during the periods immediately preceding Memorial and Independence days, is sched-

"You Buy the Relish—Heinz Buys the Buns" is the promotion theme. Consumers who return one label from any of five Heinz relish products. along with the wrapper or label from a bun package, will receive a refund

GEORGE H. BUFORD

Flours
All Grades of Hard, Soft and Spring Flours Processed Cereals 2214 Central Ave., Kansas City 2, Kansas FAirfax 1-1629

CAHOKIA FLOUR CO. ST. LOUIS, MO.

(up to 30¢) on the purchase price of the buns.

Mr. Patton said that advertising and point-of-sale materials, all carrying the promotion theme, will spot-light the firm's "Relish Twins," Hot Dog and Hamburger relishes. He pointed out, however, that Heinz Bar-becue, India and sweet relishes will also be pictured in display materials.

Mr. Patton said that the promotion

"an ideal way of focusing attention in the food market on a wide range of outdoor eating products in all de-partments."

"Our promotion centers on two kinds of outdoor foods, relishes and buns. Summer relish promotion discan be extended to include luncheon meats, fruits, baked foods, snack foods and numerous other products that go into picnic and patio eating," he added.

Heinz will announce its offer in a full-page, four-color ad in the June issue of Look (on the newsstands May 24). The Look ad will feature a handy clip-out coupon.

Newspapers will also feature the offer with an 800-line ad in 182 mar-kets from coast-to-coast. The first ad is scheduled during the week of May 22, the week before Memorial Day and the beginning of the picnic season. The same ad will be repeated, again on food advertising day, during the week of June 27, just prior to the July 4th weekend. All newspaper advertising will also carry a clip-out

All eight Heinz daytime television programs, shown over the NBC-netwill feature summer relish commercials during the weeks prior to the two holidays.

Retailers who participate in the

promotion will receive a kit of colorful point-of-sale materials. The central piece is a 22-in. by 36-in. fourcolor spectacular designed to tower above mass displays. Also included are shelf talkers (2½ x 13-in.) for placement in bun departments; case cards $(8\frac{1}{2} \times 13\frac{3}{4}\text{-in.})$; case wraparounds $(59\frac{1}{2} \times 18\text{-in.})$; and coupon pads $(7 \times 3\frac{1}{2}\text{-in.})$ with adhesive backing for display stacks.

The promotion is being carried out with cooperation from major bakeries. The promotion displays will increase space for route bun salesmen during the summer season, thereby cutting down the number of trips salesmen must make to replenish depleted stock, he said.

Biochemists Report Research Studies On Dry Yeast

ST. PAUL - Agricultural biochemists at the University of Minnesota have found the major reason why those who bake must be so careful about water temperature when mix-ing dry yeast for baking bread.

The temperature should be around 100° F. If the water is too cold, something goes wrong with the mem-branes, or outer covering, of the yeast cells and some of the cell material leaches out. When that happens the yeast produces less gas and the bread will not rise properly, the biochemists explained.

One of the escaping substances that also causes trouble is glutathione. When free in the water suspension, it causes slack, soft dough.

Bakers and housewives know that water temperature is important for mixing dry yeast—technically called "active dry yeast." Up to now, though, the reason has not been clear. Compressed yeast can be mixed at a wide range of temperatures with no ill effects on the dough.

To get some answers, biochemists J. G. Ponte, Jr., W. F. Geddes and R. L. Glass studied what happened to the dry yeast cells and the material inside them at different mixing temperatures. At 104°, they found that cells lost only 5% of their material and the least amount of the glutathione

At 68°, the loss of solid material was three times as great as at 104° enough to seriously reduce the yeast's ability to ferment and make dough rise

The glutathione does no harm as long as it stays within the yeast cells. However, when it escapes into the water it interacts with proteins in the flour, making the dough sticky and poor in quality.

The lower the water temperature, the more solid material and gluta-thione the yeast cells lost. Compressed yeast. however, lost the least amount of cell material at 68°. Also, compressed yeast lost no glutathione at any water temperature, they learned.

READ IS THE STAFF OF LIFE-

MANAGER HONORED

MEMPHIS—Thirty business associates of Raymond Lee Allen, vice president and general manager of Schneider's Modern Bakery, gathered at the Embers Restaurant here recently to celebrate Mr. Allen's 30 years of service with the firm. Mr. Allen has been active in civic and fraternal affairs of Memphis for many years.

Semmes Stock Bought

MEMPHIS, TENN. - All of the Semmes Bag Co. stock owned by the late Joseph D. Crump, former president, has been purchased by the officers and employees of the company.

Principal owners and newly-elected officers are Ralph D. McDowell, president and manager; Burt Paynter, vice president, and C. E. Watson, secretary-treasurer.

Mr. McDowell joined the company in 1950 after graduation from Memphis State University. Since the death of Mr. Crump last May, Mr. Mc-Dowell has served as vice president and general manager.

Semmes Bag was organized in 1945 by the late Thomas J. Semmes and Mr. Crump. The firm has been doing an annual business in excess of \$31/4

EAD IS THE STAFF OF LIFE-

AGENCY APPOINTED

NUTLEY, N.J. — Hoffmann-La Roche, Inc., animal nutrition division. has appointed Bennett & Chase & Co., Inc., New York, as its advertising agency. Ira Contant, director of creative services at Hoffmann-La Roche, Inc., Nutley, N.J., will super-vise the division's advertising in journals and other media.

PULSE

(Continued from page 32)

directors at the company's annual meeting included the election of Leo H. Schoenhofen, senior vice president, as a director; Harry E. Green, general counsel, as vice president and general counsel, and Edward K.

Meier as secretary.

Ross D. Miller, chairman of the board and president of the Wm. Frei-

hofer Baking Co., announces the election and appointment of William R. Schilling as vice president in charge of production. Mr. Miller also announced the appointment of B. A. Alwine as purchasing agent.

• At a recent board of directors meeting of Gopher Grinders, Inc., Don L. Sperry was elected vice president and director of sales internationally. Mr. Sperry has been in the baking industry since 1923 and was formerly a vice president of Baker Perkins, Inc., Saginaw, Mich. Under the current arrangement, Haryl C. Simmons, president of Gopher Grinders, will devote his skills toward improvement of the firm's products.

At Billings, Mont., Louis Fifield has been elected president of the Montana State Bakers and Confectioners Conference. Peter Gerhardt, also of Billings, was named secretary. Butte will be host at the next statewide meeting, Oct. 8, 1960.

For Quality, Economy and Reliability, Use **BROWN'S HUNGARIAN**

America's Premier Cake Flour BROWN'S HUNGARIAN CORPORATION 25 Broad Street New York City

CODING AND MARKING Code deting and marking machines for the flow milling and baking industries. Coding bread wasp-pers, cellophene and packages, etc., our specialty. Write for information on a se KIWI CODERS CORPORATION 4027 N. Kedzie Ave. Chicago 18, III

To bake the best . . . buy the best! **Quality Bakery Products** NATIONAL YEAST CORPORATION Chanin Building, New York, N.Y.

SPRING WHEAT FLOURS

RED WING SPECIAL **BIXOTA** CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO. RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.

entennial MILLS, INC.

Cable address: Centennial Mills, Inc., Portland, Oregon

- ed in all types of bulk delivery. complete quality control and ducts laboratory.
- Complete line of fine quality Bakers' Flours.
- Fancy Durum and Winter Wheat Granulars for macaroni industry.





Portland Crown Division

MILLS AT: PORTLAND, SPOKANE, MILTON-FREEWATER, WENATCHEE

the the esiofny.

on,

Mcent 945

and ing 3½

La ion,

tisof La

Leo esien, and K.

the reilec-R.

rge

an-

esina-

the

was ker

der C.

im-

s. leld

the

/se N

ity

What should a baker expect from his flour supplier?

THREE THINGS: experience, integrity, ability. Your flour supplier should have all three. How does Russell-Miller measure up?

Few flour millers have more years of experience than Russell-Miller. For more than three-quarters of a century Russell-Miller has specialized in the milling of fine flour. These years have involved us in every problem and accomplishment in the baking industry.

And not only does Russell-Miller have this greater experience in flour production, the men who call on you have a record of experience unmatched by any other milling company. The average length of service of our sales representatives is 18 years. These men have dedicated their entire lives to the flour business.

Integrity? This is the most important quality. It is integrity that leads a company to serve you honestly and energetically. It is the kind of quality that prompts bakers to rely on Russell-Miller Flours when they bake experimentally to set standards for their line.

It is the kind of moral responsibility that prompts Russell-Miller to maintain stringent quality control, to make sure that an inferior product never leaves our mills.

It is the kind of moral responsibility that prompts us to support major crop improvement associations—in an effort to make sure the best possible wheat is being grown for your flour.

And what about ability? This is the factor that makes it possible for an experienced and morally responsible miller to really *do* something constructive to help bakers.

Russell-Miller has the capacity to make effective contributions to baking. We are one of the world's largest milling companies, with elevators and mills strategically located in the best wheat areas. We have available to us one of the world's greatest storage capacities; we have ready-at-hand at all times just the right wheats you need for your flours.

Russell-Miller has the resources to maintain the very latest milling machinery and methods, to assure you just the right flour. And these resources enable us to send specialists every year into the heart of the wheat growing areas in advance of the harvest to collect wheat samples which are experimentally milled. Result? We know exactly which wheat to buy for the exact type and quality of flour you need.

What should a baker expect from his flour supplier? Experience, integrity, ability. The next time you order flour, check off these qualities in your mind. Then ask yourself if your flour supplier measures up to Russell-Miller.

RUSSELL-MILLER Milling Co.

specialists in the milling of fine flours

MINNEAPOLIS 15, MINNESOTA. Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Orkin Institute Opens Memphis Office

MEMPHIS, TENN. — The Orkin Institute of Industrial Sanitation, a subsidiary of the Orkin Exterminating Co., Inc., has announced the opening of offices at 656 Marshall Ave., Memphis.

Thane R. Beehler, formerly an inspector with the U.S. Food and Drug Administration, and a graduate of Florida State University, will supervise institute activities covering a seven state area which includes Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri and West Tennessee

FREIHOFER APPOINTMENTS

PHILADELPHIA—Ross D. Miller, chairman of the board and president of the Wm. Freihofer Baking Co., Philadelphia, announced the election and appointment of George H. Householder as secretary-treasurer, and Gleton F. Roccamo as comptroller.

SCARBOROUGH

(Continued from page 10)

displays and on the counters of her favor te super market.

Before we get lost in rapture over the contemplation of this high-stepping and elusive species of modern housewife, let us pause for a moment to scrutinize your number-one competitor, the predatory monster who lurks somewhere in the far reaches of Denver, Chicago, Philadelphia or Kansas City; who uses mass-production techniques and long-range distribution facilities to enter your erstwhile private preserves, to snare your customers right out from under your watchful eye.

This competitor turns out products of the finest quality. He dresses them up in very attractive packaging, and displays them in the frozen sections of every supermarket in your community. And after he has done all this, he methodically proceeds to draw a bead on your customer, using high-powered ammunition and telescopic sights.

He invades her living room via the T.V. screen; he blares forth at her from the radio speaker, and he practically jumps at her out of the pages of every slick magazine that enters the house. This competitor is not foolin' around; he is after the national market, and if your establishment is located somewhere within this nation's boundaries, he is strictly after you.

He employs the most capable advertising brains that money can hire, and he can afford them. They spend many sleepless nights dreaming up ideas and schemes that, as far as you are concerned, were far better devoted to other pursuits. This longrange competitor is your real adversary, not the baker in the next block or across town. If I have made him appear unduly formidable, this is only because I regard it as sound tactics to place a true and accurate evaluation upon a competitor before making plans to confound him. This sturdy and growing interloper "is" formidable; but he is not invulnerable. There are chinks in his armour and much of the initial advantage that he has gained has gone to him by default.

Too often, local bakers have set back, saying, "That product won't sell in this market," while outside competitors, not knowing this, have hit many a jackpot. We have seen this happen to the South, when a brazen Yankee outfit flooded the markets with sweet rolls. Local bakers, well aware that the South would not receive sweet rolls, sat back and saw them sell by the thousands.

When the new continuous mix bread was introduced in Texas, everybody had a good laugh-they knew that Texans would accept only twist. But Texas is no longer peopled exclusively by Texans, and the new bread made a smash hit; now even the native Texans enjoy it. When the boys returned home from World War II duty abroad, there was a big clamor for pizza pies, a product that rightfully belongs in the retail bakbakers refused even to consider making such an outlandish item. Now, when a dozen varieties of pizza are to be found in the deepfreeze cabinets of every supermar-ket, those same bakers are scrambling for the crumbs of this huge market.

The opportunities open to bakers who wish to stem this trend in the buying habits of modern housewives are many. In the first place, there are many items of baked foods that must always be fresh to be enjoyed. I make a distinction here between the kind of freshness that results when a frozen product is thawed and then reheated, and oven freshness. Such delicious foods as crisp French bread, hard rolls, patty shells, softiced cakes and many, many others fall into this category. By taking thought, every baker in this room can come up with dozens of such items that must be consumed soon after baking to be at their best. Start with a fcw of these and focus attention upon them. How to do this?

I might suggest two methods to you.

The first involves a brand image. You may not know what this is, but I assure you that you need one. Those high-powered advertising sharks who dream up the thunderbolts for your outside competitor to hurl at you, they know all about the brand image. An example will best explain:

In a small New Jersey town, about 40 miles from my present residence, there is a good retail bakery. They have an old-fashioned hearth oven that bakes the finest hard rolls I have ever tasted. These rolls are big and round, and they crack. They are always sold fresh from the oven. Folks who live in that general area know about these rolls, and like me, they are willing to drive many milcs cut of their way to obtain them.

It is practically impossible for me to think of hard rolls without thinking immediately of that particular bakery; and reversely, the mention of the bakery calls to m nd those wonderful rolls. There is your brand image—in spades—the rolls constitute the lure that brings a steady flow of business to that shop every day in the year.

The rolls may or may not be profitable. It is not important, because the bakery, like all bakeries, must do a variety of business in cakes, pies, breads and cookies, not to mention ornamental and party cakes, if it is to live and prosper. The rolls serve principally as a gimmick to draw customers into the store. The rest is tied up with quality merchandise and correct selling technique. Your brand image must be built around some item of steady consumer appeal; it must be of outstanding quality, and it must be distinctive, hard to copy. Such is the sum and substance of the brand image.

I assure you, bakers of Minnesota, you need one, each of you needs one. But keep it wholesome. In this con-

nection, it is hard for me to refrain from relating the classic, true story about the brewery that built its advertising campaign around the "beer with body." One morning a few weeks later, the first shift found a man floating face down, in one of the vats. There was a brand image that lasted a long time.

Second Suggestion

My second suggestion really should go without saying, but I fear that it too frequently does not. I refer to the important function of selling.

Your long-range competitor is compelled to do 100% of his selling through expert advertising and merchandising appeals. He depends for distribution upon the supermarkets, and they are very powerful in every community today; but they apply no personal sales efforts to the movement of goods from their shelves. Their function is to provide clean, abundant displays of merchandise, to police the stores and to collect the money. If by chance some customer should ask a question of one of the employees concerning a cake or a loaf of bread, that customer would likely be rewarded with a blank, surprised stare. The employee would not know the first thing to tell her about the item in question, except possibly it m'ght be found in the store. This negative selling attitude prevails quite generally, wherever your competitors' goods are sold. This is, perhaps, his greatest weakness. It is one that you can exploit with much profit to yourselves, provided you are willing to pay the price in time and patience to train and support an effective sales

This sales training program now, just how important is it?

Well, I can assure you that it is worth the time, trouble and money that it costs. I have told you that the modern housewife is a lady in a hurry; with the right brand image to lure her, with an accessible location that she can reach without difficulty, and with a clean, well-lighted store, stocked with fine fresh baked foods, you can get customers. But getting customers is only the beginning. Sales -big ones-and plenty of them are needed to bring you the kind of prosperity to which, as a community manufacturer, you are entitled in this modern era. Customers must be interested and quickly — intrigued by thoughtful and timely suggestions. induced to buy. For this you need intelligent, friendly and aggress ve sales personnel. They must be in-formed concerning the many uses of baked foods and they must know your line in detail. More than all this, they must want to sell. I am not going to tell you how to achieve this high-potency staff. That is a matter for each baker to handle in his own way. I can assure you, however, that it is of the greatest importance.

Be Versatile

In conclusion, permit me to remind you that there is no law that compels you to stick strictly to offerings of the usual kinds common to bakery craftsmen. Cocktail snacks can be made and sold at a profit; there is no reason why you can't install a deepfreeze department in your store and thus cater to the new demands that the competitors have so carefully nourished in your community.

I urge you to hold an open mind, to be receptive to new ideas. Nearly all communities are today peopled by individuals who have cosmopolitan, even international tastes. Cater to these tastes, even if you have to do a little technical research to learn how to make baked foods never be-

fore sold in your area. And always remember that freshness is quality. Strive to invent methods of achieving this freshness at the moment of final consumption. A few days ago I was approached by the owner of a small chain of supermarkets, located in Miami, Fla. Not a baker himself. this enterprising merchant has a big idea for building a retail baking business. He wants to install in each of his supermarkets a bake shop in min. iature, complete with small portable oven, racks, bench mixers for pre-paring icings, tables for fnishing. He plans to build a separate commissary for the large scale production of his bakery items. These are to be either retarded or baked and frozen, later to be distributed, in unfinished form. to his various stores. There, refrigerated storage facilities are to hold this merchandise until needed.

Then they will be baked, finished and sold oven-fresh to the public. This man asked me to find him a first class baker-manager to head up this department. He told me that salary is no object if I can send him a man capable of carrying out his aims. Does this strike you as a good plan? It sounds very good to me, for its entire concept is based upon short-

ening the time from oven to the consumer's table.

I think this idea is workable in Miami, Fla. I think it is workable in St. Paul, Minn., too. We are living in a world of growth and expansion.

Such modern ideas as these will set the pattern for tomorrow. Now is the worst poss'ble time to sit back and say: "That Product Won't Sell in My Market," or "They Won't Pay That Price Here." I say that it will sell if you make it right, sell it fresh and price it fairly.

SOUTHERN BAKERS

(Continued from page 7)

to the Southern Bakers Association University Fund, Inc., from 1950 to 1955." Mr. Broeman was the first chairman of the board of trustees. Under his leadership more than \$150,000 was raised for scholarships and student loans at the baking school

br. Doak S. Campbell, president emeritus of Florida State University, and Mrs. Campbell, were in attendance at the convention, Mrs. Campbell was seated at the head table at the banquet. Dr. Campbell was president of FSU when the baking department was founded in 1950. At that time he said, "In developing the Department of Baking Science and Management, we recognize the joint responsibility of the university the industry. Young people must be prepared by education and training for leadership in the more effective service of the American consuming public. FSU proposes to maintain the highest standards of scholarship, thorough training, and a broad under standing of the responsibilities of good citizenship."

Honoring the Baking Science and Management Department of FSU and recognizing the 10th anniversary, two graduate students in attendance at the convention were seated at the head table, George L. Lannuier, Salem, Va., and R. H. Bennett, Jr., of the Criswell Baking Co., Atlanta. and Mrs. Bennett. Student Bennett graduated in 1956 and Mr. Lannuier in 1954.

Board Chairman R. H. Bennett presented a sterling silver and gold compote to the 1959 chairman of the SBA board, Donald Smith of Mobile, Als., on behalf of the SBA.

lity.

ated self,

ousi-

able pre-

his ther ater

blic. first this lary man ims.

ort-

Pay

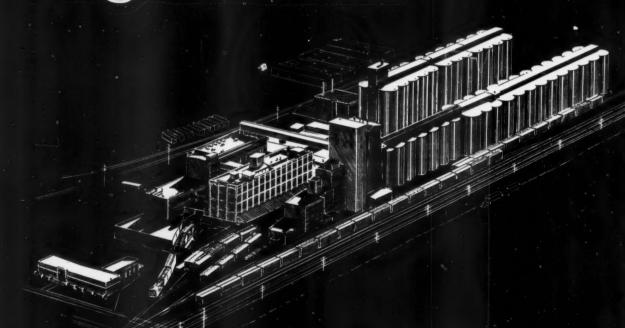
and lool. lent sity, end-

de-At the and oint and be

tive

the

hip, lerFlours that reflect the integrity of a fine milling organization



SILK FLOSS COLDEN SEAL SANTA-FE TRAIL

FLOURS OF CHARACTER

Your Bakery Deserves the Best

The Kansas Milling Company

WICHITA · KANSAS

MILLS AT WICHITA AND MOUNDRIDGE KANSAS AND MARION OHIO

May



Crumpets

Please print a formula and makeup and baking instructions for crumpets. We could handle a product of this type.-M. D., Conn.

I have your request for a formula for crumpets and make-up instructions. Why not try the accompanying product?

ENGLISH CRUMPETS

Make a batter using the following:

13 lb. flour

11 oz. water (about 100° F.)

10 oz. non-fat milk solids

6 oz. yeast

41/2 oz. salt

Allow to ferment until it starts to break

Then add:

3 lb. water (variable)

% oz. soda Let stand for 10-15 min.

Pour into greased rings on a hot griddle. Do not turn over.

Note: The batter should be on the soft side in order to obtain the honeycomb structure.

Icing

Is it possible to get a recipe for wedding cake icing using glucose, one which does not turn yellow or harden in a couple of days?—L. B., Canada.

Here are two white icing formulas that you may find useful.

WHITE ICING

Beat together until stiff: 10 lb. 4X sugar

1 lb. corn syrup

1 pt. whites

14 oz. water Pinch of salt

DIVINITY BOILED ICING

Heat to 200° F.:

3 lb. corn syrup

While heating, beat to a soft peak:

1 at. egg whites

3 lb. granulated sugar

Add the hot syrup gradually to the beaten egg whites, in high speed, and continue beating until stiff.

Then add:

Vanilla to suit

This icing should be used while

Yellow Cakes

My standard yellow cake mix doesn't have a good texture. Would you give me an idea of what is wrong, and a good formula to use?—C. P., N.Y.

You indicate difficulty with your yeHow cakes. Judging by the diffi-culty you are having, it is my opinion that you are overcreaming the mix. Here is a yellow layer cake formula which you may wish to try out. Again, I wish to warn you about not overcreaming.

YELLOW LAYER CAKES

Mix for about 4 min. on medium speed:

5 lb. cake flour

2 lb. 4 oz. shortening (emulsifying

type)

6 lb. 4 oz. sugar

5 oz. baking powder

3 oz. salt

8 oz. milk solids (non-fat)

4 lb. whole eggs

Flavor to suit

Add slowly and mix for about 3

min. on slow speed:

3 lb. water

Deposit into pans of desired size and bake at about 360° F.

Note: Be sure to scrape down the sides of the bowl and also the m'xing arm several times during the mixing period.

Pie Filling

We have had pretty good luck with the crusts of our raisin pies, but the fillings are not all we would like them to be. Can you assist us? -D. T., Cal.

RAISIN PIE FILLING

Scale into a kettle, place on the fire and bring to a boil:

8 lb. seedless raisins

4 lb. granulated sugar

6 qt. water ½ oz. cinnamon

1 oz. salt

Juice and grated rind of 1 lemon

After the mixture comes to a boil, allow it to boil slowly for 10 min.

Mix together and add slowly to the boiling mixture, stirring constantly to prevent burning:

5 oz. cornstarch

1 pt. water

Boil slowly for about 2 min. Cool before using.

The addition of 12 to 16 oz. fine chopped walnuts to the filling improves the eating quality.

Danish Pastry

After many years I have had trouble with my Danish pastry; it is tough eating. I have found that over a period of time a recipe gets altered, so to speak. I found one baker making Danish with all bread flour. Will you please print a recipe, and methods that explain the correct length of time required for the roll-

'TROUBLESHOOTER' BOOK AVAILABLE

From his many years of experience as a practicing baker and production expert, A. J. Vander Voort has compiled a book of "trouble spots" which is now valued highly by many bak-"The Bakeshop Trouble Shooter" book, now in its eighth printing, classifies hundreds of everyday problems and their solutions. For the baker can have at his fingertips a quick source of information for discovering his problems and solving them. Copies may be purchased from The American Baker, P.O. Box 67, Minneapolis 40, Minn.

in, for the richest, tenderest Danish pastry that may be made?-C. P., Mass

I have your request for a rich tender Danish pastry formula. Here is one that you may wish to try. I am sure that if properly handled it will produce excellent results.

DANISH PASTRY

Mix together:

3 lb. sugar (sucrose or dextrose)

3 lb. shortening

4 oz. salt

Lemon flavor to suit

Cardamon flavor to suit

Add gradually:

4 lb. eggs

Dissolve:

1 lb. 12 oz. yeast in

1 gal, milk

Add the yeast mixture and then add:

14 lb. bread flour

4 lb. cake flour

Mix this together. Do not over-Place dough in refrigerator for

about 15-30 min.

Then roll out and spot in the fol-

lowing mixture: 4 lb. butter

4 lb. shortening or roll-in mar-

2 oz. salt

Give the dough three 3-way folds and then rest in the refrigerator for 20 min.

Then make up into various shapes. Note: Make the dough as cold as possible.

Brown sugar may be used if desired.

BREAD IS THE STAFF OF LIFE TWO NEW PRODUCTS

CHICAGO — Two new all butter cakes will be introduced nationally during May by the Kitchens of Sara Lee, Inc., it was announced by Char-les W. Lubin, president. They are Sara Lee All Butter Yellow Cake with chocolate fudge icing and All Butter Chocolate Cake with chocolate icing. Both products will weigh 14½ oz. and will be packaged in ob-long foil containers. They will be available through local food stores. retailing for approximately 794

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

ence

comhich bakter"

ting,

ips a dislying from

nish

. P.

tenre is I am will

ose)

then

for fol-

mar-

folds or for

ld as

f de-

onally Sara Chary are

Cake d All chocoweigh in obill be "You tote the money...

I'll carry the goods!"





"And we'll both do a perfect job ...

thanks to the Chase Standards Laboratory!" Chase buys many of its bagmaking materials on the open market...and has "the pick of the crop!" Materials must measure up to stringent tests. Result: whatever your product—and whatever the economics of packaging it—there's a Chase bag of maximum strength to do the job with unusual economy. Attractiveness is part of every Chase package, too—thanks to unique printing skills, experience and facilities. Call the

Chase Man in your area—or write us for full information about your packaging requirements.

CHASE

BAG COMPANY

355 Lexington Avenue - New York 17, N. Y. 32 plants and sales offices coast to coast

MULTIWALLS . TEXTILE AND CONSUMER-SIZE PAPER BAGS AND OTHER PACKAGING MATERIALS

Formulas for Profit

Top Quality Pies Are Profitable Items

The All-American Dessert * 2

PINEAPPLE FILLING

Bring to a boil:

2 No. 10 cans grated pineapple 2 lb. sugar

1 pt. water

Mix together:

2 lb. sugar

7 oz. fine ground tapioca (40 mesh)

When the pineapple begins to boil, stir the sugar and tapioca mixture in slowly and keep stirring until clear.

Cool before using.

Note: Cornstarch may replace the tapioca if desired.

little yellow color added generally improves the color of the fill-

RAISIN CHERRY PIE FILLING

Drain thoroughly:

1 No. 10 can cherries

Scale and place in a cooking kettle: 3 lb. drained cherries

Add enough water to the drained juice to make 3 lb. and add to the cherries.

Then add and bring to a boil:

3 lb. 8 oz. seedless raisins

2 lb. sugar

1 oz. salt When the mixture comes to a boil stir in until cooked clear:

1 lb. 4 oz. sugar $4\frac{1}{2}$ oz. starch

Allow this to cool.

This filling is for two crust pies.

Making the top with criss-cross strips makes an attractive pie.

FRESH STRAWBERRY FILLING

Bring to a boil:

3 qt. water 6 lb. sugar

Red color to suit

Then mix together, add and stir in:

14 oz. cornstarch

3 lb. sugar

Cook until clear

Then add a small amount of citric acid and stir in carefully:

18 lb. fresh cleaned strawberries

Cool before using.

Note: Use a wooden paddle to stir in the strawberries. A wire whip will break the berries which spoils the appearance of the filling.

FROZEN FRUIT FILLING (3 plus 1)

Thaw and drain the juice from one 30-lb. can of frozen fruit. Add enough water to make 71/2 qt. juice.

Place this juice on the fire to boil

3 lb. granulated sugar

When the juice begins to boll, stir in the following mixture slowly:

2 lb. granulated sugar

1 lb. fine ground tapioca (40 mesh)

2 oz. salt

When the mixture is all in the juice stir rapidly until it clears and thick-

Remove from the fire and add drained fruit to the thickened juice and mix together carefully.

Cool the filling thoroughly before using.

Note: Cornstarch may replace the tapioca. The amount of thickener may be varied according to the consistency desired.

The amount of sugar to use may vary, depending upon the acidity of the fruit and the sweetness desired.

The foregoing formula is for frozen fruit containing 3 parts fruit and 1 part sugar. Frozen fruits may vary in the proportions of fruit to sugar, such as 4 to 1, 5 to 1 and so on. Adjustments will have to be made in the sugar content in the formula when proportions other than 3 to 1

APPLE PIE FILLING

(Canned)

Drain the liquid from one No. 10

can solid pack apples.

Add enough water to make 1 qt. liquid.

Place this on the stove and add:

1 lb. granulated sugar

¼ oz. cinnamon

1 oz. butter

Juice from one lemon

¼ oz. salt

Bring to a boil and then add, stirring constantly, and cook until clear: 8 oz. granulated sugar

3 oz. cornstarch or tapioca

Remove from the fire and stir in the drained sliced apples. Allow to cool before using.

CRANBERRY PIE FILLING

Bring to a good boil: 10 lb. cranberries

10 lb. granulated sugar

2 lb. corn syrup

6 lb. water

oz. cinnamon

1 oz. salt

Then add and cook until clear:

12 oz. cornstarch 4 lb. water

Allow to cool before using.

APRICOT PIE FILLING (Dried)

Weigh and wash thoroughly:

10 lb. dried apricots

Then add and allow to soak overnight:

20 lb. hot water

Then drain the juice and if less than 5 qt. add enough water to make

Place this on the stove with:

6 lb. sugar

3 lb. corn syrup

2 oz. salt

½ oz. cinnamon (if desired)

Bring this to a boil and then mix in, well blended:

4 lb. sugar

1 lb. 4 oz. cornstarch

Stir thoroughly until the mixture clears and thickens.

Then remove from the fire and add the drained apricots and stir in care-

Note: More or less sugar may be used to suit taste. Cool the filling thoroughly before using.

RAISIN PIE FILLING

Scale into a kettle, place on the fire and bring to a boil: 8 lb. seedless raisins

4 lb. granulated sugar

6 gt. water

½ oz. cinnamon

1 oz. salt Juice and grated rind of 1 lemon

After the mixture comes to a boil allow it to boil slowly for 10 min.

Mix together and add slowly to the boiling mixture, stirring constantly to prevent burning:

5 oz. cornstarch

1 pt. water

Boil slowly for about 2 min. Cool before using.

The addition of 12 to 16 oz. fine chopped walnuts to the filling improves eating quality.

A Variety of Two-Crust Pies

There is no question about the fact that ples are the favorite American dessert. Men especially prefer ple over any other dessert. Ples also rank high with women and children. For that in-between snack they are highly rated.

Competition for the pie market is terrific. Not only are many pies baked at home, but today just about every food market of any size has a counter freezer where a variety of pies is offered for sale. The baker who realizes that competition is keen knows only one way to fight it. That is by making quality pies.

A good crust is an absolute necessity. Often the crust is tough and rubbery similar to shoe leather. There is no excuse for this as it is due generally to a low shortening content. Overmixing or overworking the dough is a contributing cause for this. Another factor that hurts sales is a raw or soggy crust. Proper baking is essential.

Too many bakers are still making so-called "wonder" ples. The customer "wonders" where the fruit is in two-crust ples. A good fruit ple should contain a liberal quantity of filling. It should have a clear color. The fruit in the filling should be readily d. The use of an excessive amount of water and starch is bound to hurt

The pies, before going into the oven should never be washed with an egg wash. This type of wash is still being used by many bakers. While it will produce a varnish-like top crust it has a tendency to toughen it. Far better to leave it plain or washed with melted butter, margarine or shortening. Milk or cream, often used in the home,

Unbaked, frozen, two-crust ples may be kept in the freezer for a number of days. The up to date baker must have a freezer. By making good use of it he can have a variety on hand at all times. These frozen ples can be baked as required.

PEACH PIE FILLING (Dried)

Weigh off and wash thoroughly:

10 lb. dried peaches Then add and allow to soak overn'ght:

20 lb. hot water

Then drain the juice, and if less than 5 qt., add enough water to make that amount.

Place this on the stove with:

5 lb. sugar

3 lb. corn syrup

2 oz. salt

½ oz. cinnamon (if desired)

Bring this to a boil and then mix in, well blended:

3 lb. sugar

1 lb. 4 oz. cornstarch

Stir thoroughly until the mixture clears and thickens. Then remove from the fire and add the drained peaches and stir in carefully.

Note: More or less sugar may be used to suit taste. Cool the filling thoroughly before using.

The addition of a small amount of citric acid will add tartness to the

BLUEBERRY PIE FILLING

(Fresh)

Mix together:

12 qt. fresh blueberries (cleaned)

4 lb. 12 oz. sugar Let stand several hours, then drain.

Mix together: 12 oz. cornstarch

6 oz. lemon juice

11/2 oz. salt

4 lb. 8 oz. water Bring this to a boil and cook until ear. Then add the blueberry juice and mix in well. Remove from the fire and add the blueberries. Cool thoroughly before using.

FRESH CHERRY PIE FILLING

Bring to a slow boil: 20 lb. pitted cherries

7 lb. 8 oz. granulated sugar

4 lb. water

2 oz. salt

Mix together and add: 10 oz. cornstarch

1 lb. water Bring back to a boil and cook until clear. Cool thoroughly before using.

BLEEDING HEART APPLE PIE

Seasoning

Mix together: 6 lb. granulated sugar

½ oz. salt

4 oz. corn starch

¼ oz. nutmeg 1/2 oz. cinnamon

Sprinkle some of the above seasoning over the bottom of the pie crust. Fruit Mixture

Blend together:

10 lb. sliced apples 2 lb. crushed pineapple

Fill the shells with the above fruit mixture and then add some red cinnamon candy to produce color and Sprinkle more seasoning on top of the filling and dot with small pieces of shortening, margarine or butter. Then add the top crust. Bake the pies at about 425 to 440° F.

Note: Generally about 1/4 cup cinnamon candy is used for a 9-in. pie.

clear blen en abou plac

Ma

pres No may

Al To mix

16

Al

Mi

as a

of lie Pla Mi

Dr

Sti on t

and

MINCE MEAT (No. 1)

Place in a large bowl: 15 lb. seedless raisins 5 lb. seeded raisins

5 lb. currants

5 lb. apple cider

5 lb. water

10 lb. corn syrup 30 lb. fine ground apples

6 lb. fine ground mixed peel 10 lb. suet (fine ground)

Add and mix in:

10 lb. brown sugar

7 oz. salt

5 oz. cinnamon

2 oz. nutmeg

1 oz. ginger ¼ oz. allspice

1/4 oz. ground cloves

Then bring to a boil:

4 lb. water

Mix together, add and stir in until

12 oz. starch

1 lb. granulated sugar

Add this to the mince meat and blend in thoroughly. Place in a wooden barrel and allow to stand for about two weeks. Store in a cool place and stir every now and then. If a cool place is not available, mix in 1½ oz. benzoate of soda as a preservative.

Note: If desired, a quart of brandy may be mixed into the above.

MINCE MEAT (No. 2)

Bring to a boil and cook for about

5 min.: 55 lb. seedless raisins

20 lb. currants

35 lb. seeded raisins

75 lb. water or ¼ water and ½ cider

6 oz. benzoate of soda

Allow to cool for about 24 hr. and then drain.

To the drained mixture add and

mix thoroughly: 160 lb. ground, fresh peeled apples

55 lb. sugar

5 lb. molasses

2 lb. 4 oz. salt

2 lb. cinnamon

6 oz. nutmeg

5 oz. ginger

2 oz. cloves

2 oz. allspice

6 lb. fine ground candied orange peel

6 lb. fine ground candied lemon

peel

6 lb. fine ground candied citron

Mix together and add to the above:

60 lb. 43° corn syrup and the drained moisture from the raisin mixture

Then add:

25 lb. fine ground beef suet

20 lb. fine ground beef

Allow to stand before using.

Note: The benzoate of soda is used as a preservative. Brandy may be added to the above formula if desired.

APRICOT PIE FILLING

(Canned)

Drain the juice from one No. 10 can of apricots

Add enough water to make 1 qt. of liquid.

Place juice on the fire to boil with: 1 lb. sugar

Mix together well:

1 lb. sugar

% oz. salt

% oz. cinnamon

3 oz. tapioca (40 mesh)

Stir the sugar and tapioca mix-ture slowly in the juice and sugar on the fire. When it begins to boil, stir rapidly until the mixture clears and thickens. Remove from the fire and add the drained fruit to the

thickened juice and mix in carefully. Cool the filling before using.

Note: Cornstarch may replace the tapioca if desired. Also, vary the sugar according to the acidity of the

GRAPE PIE FILLING (Fresh)

Place on the stove and bring to a boil:

2 qt. water

2 lb. sugar

8 oz. corn syrup

½ oz. salt

Mix together and add:

1 lb. 8 oz. sugar 8 oz. cornstarch

Stir this in thoroughly until the mixture clears and thickens. Then mix in 10 lb. stemmed and washed grapes. Allow the mixture to cool thoroughly before placing it into the pies.

Note: A small amount of food color may be added to improve appearance of the filling.

CIDER RAISIN PIE FILLING

Bring to a boil and cook slowly for about 20 min.:

5 lb. 4 oz. raisins

11 lb. water

121/2 oz. cider vinegar

% oz. salt

Then mix together, add and stir in thoroughly:

4½ oz. cornstarch

1 lb. water

Cook this until clear.

Then add and mix in well:

6 oz. butter

Make two crust pies and bake for about 30 min. at 425-440° F.

APPLE PIE FILLING

(Vacuum Dried)

Soak overnight:

5 lb. apple slices (vacuum dried)

16 lb. water

Add:

16 lb. water

2 lb. 8 oz. sugar

Place on a stove and bring to a good boil.

Then stir in, after mixing together:

1 lb. starch

4 lb. water Cook until clear.

Remove from the stove and add, blended together:

5 lb. sugar

2 oz. salt

1¼ oz. cinnamon Then allow to cool thoroughly before using.

Note: If desired, a small amount of lemon juice may be added in order to produce a more tart taste.

PEACH PIE FILLING (Canned)

Drain the juice from one No. 10 can of peaches. Add enough water to make 1 qt. liquid.

Place the juice on the fire to boil

1 lb. sugar

Mix together well: 1 lb. sugar

1/8 oz. salt

1/8 oz. nutmeg 3 oz. tapioca (40 mesh)

Stir the sugar and tapioca mixture slowly in the juice and sugar on the fire. When it begins to boil, stir rapidly until the mixture clears and thickens. Remove from the fire and add the drained fruit to the thickened juice and mix in carefully. Cool the filling before using.

Note: Cornstarch may replace the tapioca if desired. A small amount of yellow coloring will improve the appearance of the filling.

Some bakers will prepare the peach filling by using three No. 10 cans



A. J. Vander Voort

. . technical editor, author of this monthly formula feature and conductor of the Bakeshop Troubleshooter (see page 46) and the Do You Know feature (see page 8), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

of peaches and one No. 10 can of crushed apricots, as peaches some-times are quite flat. This procedure will improve both the color and fla-

vor of the filling.

Cinnamon may be used to replace the nutmeg if desired.

FRESH APPLE PIE FILLING

Mix together: 25 lb. peeled and sliced apples 5 lb. granulated sugar Place this in a wooden tub having some small holes in the bottom and allow the juice to drain for about

6 hr. Line pie tins with pie dough and fill with drained apples. Pyramid the apples toward the center. Wash the edge of the bottom crust and cover the apples with a top crust having a 1 in, hole in the center.

While the pies are baking, bring to a beil the depiced inter (chart

to a boil the drained juice (about 4 qt.).

4 lb. sugar

1 oz. cinnamon 1/4 oz. nutmeg

When boiling, stir in: 2 lb. sugar

1½ oz. salt

8 oz. starch When thickened and clear, stir in:

6 oz. butter Juice and grated rind of three lemons

After the pies are baked and have cooled for about 15 min., pour about 6 or 8 oz. of the hot syrup into each pie through the hole in the top crust. The juice can be put into the pies

by using a funnel. Note: The amount of sugar may be varied, depending upon sweetness de-

In place of cornstarch, 40 mesh tapioca may be used. The amount of thickener to use will depend upon

consistency of the syrup desired.

The syrup should be poured into the pies while hot so that it will flow evenly throughout the pies.

WHOLE WHEAT PIE CRUST

Rub together until the shortening is distributed throughout the mix in

very small lumps:
5 lb. whole wheat flour
2 lb. 8 oz. shortening

1¼ oz. salt Then add and mix in:

1 lb. 12 oz. water (cold) Note: Pie dough made with whole wheat flour should be worked more than doughs made with white flour to develop the gluten enough to hold

the crust together. OATMEAL PIE CRUST

Rub together:

41/2 lb. pastry flour

1½ lb. oatmeal (fine ground) 3 lb. shortening

1 oz. salt

Fold in:

26-28 oz. cold water

This type of crust makes a nice change for apple, mincemeat and raisin pies.

PRUNE PIE FILLING

Bring to a boil: 6 lb. pitted prunes

8 lb. water % oz. cinnamon

3 lb. 8 oz. granulated sugar

1/2 oz. salt 2 lemons (cut into quarters)

Allow this mixture to boil slowly for about 10 min.

Then mix together and add to the boiling mass, stirring constantly to prevent scorching:

3 oz. cornstarch 8 oz. water

Allow this mixture to cook for

about 5 min. longer, stirring it well.

Then place in a container and allow to cool thoroughly before filling the pies.

Take the pieces of lemon out of the filling before it goes into the pies. If desired, the lemons may be finely ground and left in the filling. The addition of 8 oz. fine chopped walnuts to the filling improves eating

quality. CHERRY PIE FILLING

(Canned) Drain the juice from two No. 10 cans of cherries. Add enough water to make 2 qt. of liquid.

Place this on the fire to boil with:

2 lb. sugar

Then mix together 2 lb. sugar

1 oz. salt. 7 oz. fine ground tapioca (40

mesh) When the juice begins to boil, stir the sugar and tapioca mixture in slowly; keep stirring until the juice clears and thickens. Remove from the fire and add the drained cherries.

Stir in carefully. Note: Cornstarch may be substituted for tapioca. Cool the filling thoroughly before using.

FRESH RASPBERRY FILLING

Bring to a boil:

8 lb. water 6 lb. sugar

% oz. salt

Red color to suit Mix together and stir in 12 oz. cornstarch

2 lb. sugar Cook until clear. Then add carefully, using a wood-

en paddle: 18 lb. washed raspberries Cool thoroughly before using.

PIE CRUST (For 2-crust pies)

Rub together: 6 lb. pastry flour 4 lb. shortening or lard

Mix in carefully:

2 lb. 4 oz. cold water Allow the dough to rest for 2 hrs. or more. This will make it easier to

60

less

ver-

ture ined

lling

nt of

the

mix

Ĝ ed) Irain

until juice the Cool NG

until using. PIE

e fruit or and ng or

eason-

crust

small ine or Bake F. up cin-

ANSWERS TO "DO YOU KNOW?"

Questions on page 8

- 1. True: We have seen excellent bread proofed at 102 to 104° F.
- 2. True: A bushel of good wheat will weigh around 60 lb. About 72% straight flour can be produced from this amount of wheat.
- **3. False:** It is a general opinion that as much as 20% of the flavor may be lost by using this procedure.
- 4. True: These are U.S. government standards.
- 5. False: Flour made from newly harvested wheat requires less mixing time than flour from the same wheat later in the season.
- **6. True:** Tin melts at a temperature of about 450° F. If the temperatures mentioned are used, the pans will be damaged. Conditioning at 400° F. is usually recommended.
- **7. False:** According to the U.S. Department of Agriculture, the average loaf of graham bread contains about 1,200 calories per pound.
- 8. True: It should not be heated very much over 100° F. If a little too stiff for proper pouring, a small amount of corn syrup or simple syrup should be added to thin it.
- 9. False: As a rule, about 75% shortening based on weight of the flour is used. Some bakers use as much as 85% shortening for the top crust.
 - 10. False: A low pressure steam

ANHEUSER-BUSCH

(Continued from page 5)

heuser-Busch since 1931 and has been in charge of bakery products sales since 1954. He is married, has five children and lives at 44 Orchard Ave., in Webster Groves, Mo.

Mr. Busch also announced that Arthur E. Weber, formerly general manager of the yeast and corn products division was retiring. He has been with Anheuser-Busch since 1925.

Carl E. Witter was appointed to the position of a divisional vice president, production, for the yeast and corn products division.



Carl E. Witter

should be used. The pressure at the oven should be less than 15 lb. per sq. in.

- 11. True: The addition of about 4 oz. warm water to each quart of frozen yolks will cause them to beat up faster and better. The finished sponge will have somewhat greater volume.
- 12. True: When egg wash is used, there is less tendency for the layers of dough to separate during refrigeration. The appearance of the finished rolls will be improved.
- 13. False: The cookies will have somewhat less spread. As the cookies will be thicker due to the decrease in spread, the flavor may also be adversely affected. This is due to less caramelization of the sugar in the cookies.
- 14. True: However, if too much is used, the color of the crumb will become gray. The flavor of the cakes will also be harmed, due to the acid.
- 15. True: This is undoubtedly due to the character of the sugar granules. The granules of dextrose are smaller and less sharp than those of granulated sugar.
- **16. True:** It does not form a film or gum on the working parts. It is used only for the hopper knife, pockets and plungers.
- 17. False: The use of vinegar in the doughs will not decrease mold. As far as mold is concerned, bread is sterile when removed from the oven. A clean shop, proper cooling of the bread before wrapping, and not allowing stale or returned bread to be brought back in the shop will decrease mold troubles.
- 18. True: Cane and beet sugar are both chemically alike. Unless there is a variation in the size of the sugar crystals, there will be absolutely no difference in the finished baked products. It is taken for granted, of course, that both are properly manufactured.
- 19. False: The proper procedure is to base salt content on total weight of the formula. Usually 1 to $1\frac{1}{2}\%$ salt is figured for each 10 lb. dough.
- 20. False: The whole wheat flour has a greater percentage of protein, but it is not as elastic as that found in a good patent flour.

-BREAD IS THE STAFF OF LIFE-

MRS, DUDECK DIES

MILWAUKEE—Mrs. Lorraine Dudeck, who with her husband, Reinhold, operated three bakeries in Milwaukee, died recently after a long illness.

UNIFORMS

(Continued from page 6)

inviting an accident. Cuffs can get caught on projections and easily lead to a nasty spill.

Burns are another common safety hazard. If employees furnish their own work clothing, how often do they change? This is important, because clothing soaked with any flammable material is a real fire hazard. Even so simple an act as lighting a cigarette could provide the spark that turns him into a flaming, human torch.

Another advantage of work uniforms is that they virtually eliminate skin diseases and dermatitis. By changing uniforms two or three

times a week, toxic materials, which might cause rashes and irritations, are eliminated.

Infections from dirty work clothing are another hazard which can be eliminated by uniforms, furnished sterile and clean every two or three days. Unlike the nondescript work clothing which employees usually wear when they furnish their own work garments, sterile uniforms do not carry dirt and germs which are handy to infect small cuts or wounds.

How to Choose a Uniform

The next step is to choose a work uniform that will be best for the men working for the bakery.

This is not always the simple matter that it may seem. It is very possible to choose the wrong uniform, or to choose a uniform that is impractical.

If your uniform contains fancy, "fruit-salad" do-dads, for instance, it might have three unfortunate results: (1) It would greatly increase the cost of the uniform, whether supplied on a rental basis from an industrial laundry or whether purchased; (2) such fancy features might contain the built-in accident hazards previously referred to, and (3) fancy or impractical uniforms do not usually launder well. They "wilt" after a few washings. The net result is that such features almost always cause a uniform to look worse, not better, than a less expensive, more practical garment.

I could cite many true cases in which fancy uniforms have brought large financial loss and disappointment to the companies which selected them.

On the other hand, it is remarkable what can be done by a company and an industrial laundry working hand in hand.

Uniforms should not be selected without adequate wash tests to prove that they are practical. Furthermore, serious consideration should be given to adapting the work uniforms to onthe-job conditions.

Wash tests will reveal important facts about shrinkage, color fastness, tensile strength loss, and the like. These keep you from buying "a pig in a poke."

The Institute of Industrial Launderers, whose member companies supply, on a rental basis, more than 90% of all the work garments used in American industry, has some pretty definite ideas, accumulated over a long period of time, as to what factors make a uniform successful. Here are some things we recommend:

 Cotton uniforms are usually the best for most purposes. Cotton stands up better, can be laundered cheaply and easily, and looks good for its lifetime.

 Standard colors (of which there is a very wide variety easily available) usually are best for most work uniforms.

• Fancy "fruit-salad" features should be avoided. They look fine at first but are often impractical, cause problems in laundering, and their overall effect on the uniform is nearly always detrimental in the long run. In addition, such features are often very expensive.

• Eye appeal and company identification can easily be obtained by the use of attractive, well-designed company emblems. These, used in connection with the standard color uniform, focus the eye of the viewer where it should be—on the emblem which carries the company's identification and perhaps its advertising message.

 Drivers who deal with the public should always be in uniform, and the

WANT ADS

Advertisements in this department are 154 per word; minimum charge, \$2.25, (Count six words for signature.) Add 204 per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per linestrion, All Want Ads cash with order.

HELP WANTED

.

WANTED TRICK MILLER—HAVE IMMEdiate opening for qualified trick miller in soft wheat mill. Give all particulars in application. Excellent working conditions Room for advancement. Address Ad Na. 5889, The American Baker, Minneapolis 40, Minn.

MISCELLANEOUS

WANTED — SUGAR, SYRUP, STARCH, flour, cocoa, chocolate, etc., surplus, off-grade or damaged. Kaufholz & Co., Suite 1, Lansdowne Theatre Bullding, Lansdowne, Pa.

uniforms should always be clean and attractive. Thousands of persons are likely to see your drivers in the course of a week. Making them walking advertisements, neat and attractive, is the cheapest and most effective advertising for the money. In addition, identification is an important advantage. It proves to people that the man claiming to represent your company is really employed by you. This is especially important where routemen deal with women customers.

Advice About Uniforms

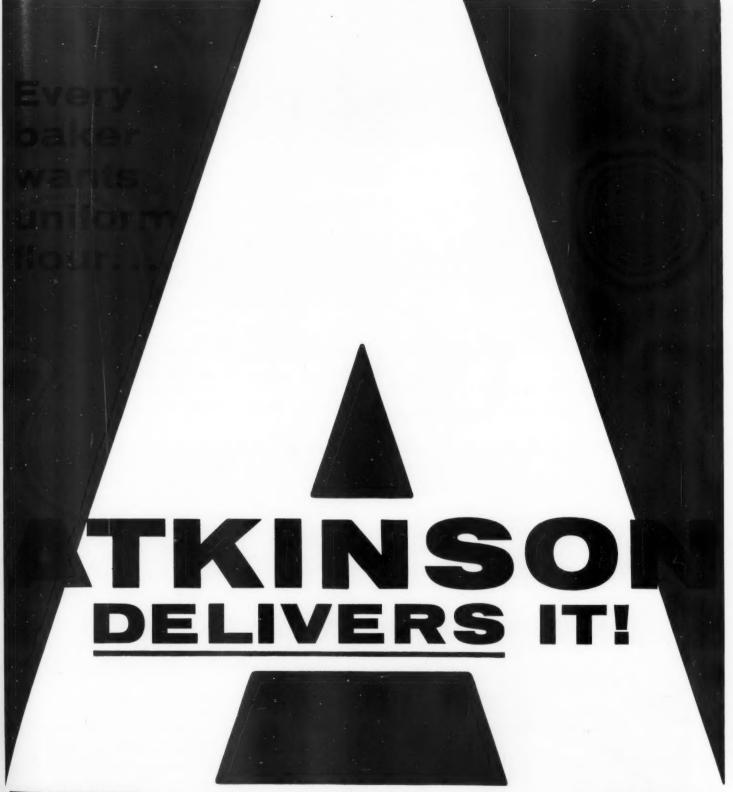
Suppose that you are interested in adopting a uniform or changing the one your workers wear. How do you go about it?

One way would be to take advantage of the free consulting service maintained by the Institute of Industrial Launderers. The institute for several years has operated a free, impartial consulting service for companies which feel the need of advice. Hundreds of companies have used it. It will make available, without charge or obligation of any kind, expert, practical men in the field to consult with responsible company officials.

There are no strings of any kind attached to this service. The institute has no axe to grind. The product of no individual uniform manufacturer is recommended, nor are the services of any individual laundry recommended for maintenance. Instead, general specifications are recommended which will make sure that the uniform adopted will suitably meet the on-the-job conditions of the company concerned.

Why is the institute going to this trouble and expense? Simply as a public service and to increase the total number of work uniforms in use. We don't want people to have unfortunate experiences because they choose unsuitable uniforms and give up the whole project.

If interested in having help on wiform problems, write to the Institute of Industrial Launderers at 1833 Jefferson Place, N.W., Washington, D.C.



STAINLESS STEEL BOLTING, standard at Atkinson since 1949, contributes to the unique ATKINSON MILLING CO. uniformity of Atkinson flours. Smooth, accurate mesh retains its efficiency indefinitely, prevents needless and harmful regrinding, helps insure a constantly uniform product. *Reg. U.S. Pat. Off.

Don't take less than you can get from MINNEAPOLIS





are .25. dd re-ion. will 1.50 for \$7

1960

MME-iller in in ap-litions id No. eapolis

ARCH,

n and as are a the walkttraceffec-y. In mporpeople

ted in g the dvan-

red by

ervice of In-ite for e, imcomof adhave withkind, eld to ny of-

kind instiprodre the e. In-re rec-re that uitably of the

to this as a se the ms in have e they d give

n uni-stitute 33 Jef-n, D.C.



A man was telling his club friends

about the frightening experience he had during a trip out West.

"It was harrowing," he said. "Indians to the left of me, Indians in front, Indians everywhere closing in on me.

Gee whiz," exclaimed a listener.

"What did you do?"
"What could I do?" replied the man, "I bought a basket."



"Joe," one golfer remarked to another on the links, his voice full of marvel, "as long as we've been playing golf together I've never heard

you swear."
"Yes, it's true I don't cuss," spoke up the other golfer thoughtfully, "but I'll have to admit when I slice I spit, and wherever I spit the grass doesn't grow any more."



A baby sardine was swimming along happily with his mother when he saw his first submarine. Shaken with fright, he swam to his mother's

"Don't be frightened, dear," as-sured his mother, "it's just a can of people."



The famous psychologist had finished his lecture and was answering questions. One meek little member of the audience asked, "Did you say that a good poker player could hold down any sort of executive job?"

"That's right. Does it raise a question in your mind?"
"Yes," came the reply. "What would

a good poker player want with a job?"

Abilene Flour Mills Co. Acme-Evans Co., Inc. American Cyanamid Co. 30, American Flours Co. American Molases Co. (Nulomoline Div.) Anheuser-Busch, Inc. Atkinson Milling Co.	40 22 31 11 23 51	Gooch Milling & Elevator Co. Green's Milling Co. Heinrich Envelope Co. Hoffmann-La Roche, Inc. Hotel Sherman Hubbard Milling Co. Hunter Milling Co.		North American Plywood North Dakota Mill & Elevator Norten, Willis, Co. Novadel Flour Service Division, Wallace & Tiernan, Inc. Oklahoma Flour Mills Co. Oklahoma State Tech.	36
Baker Perkins, Inc. Bartlett & Co. Bay State Milling Co. Beardstown Mills Blodgett, Frank H., Inc.	12	Imbs, J. F., Milling Co. International Milling Co. Cover Ismert-Hincke Milling Co. Cover Jaeger, Frank, Milling Co.	4	Pillsbury Co., The 26, Quaker Oats Co.	
Brolife Co. Brown's Hungarian Corp. Buford, George H. Buhler Mills, Inc.	24 42 42 28	Kansas Milling Co. Kelly, William, Milling Co. King Midas Flour Mills King Milling Co.	45	Red Wing Milling Co. Rodney Milling Co. Runciman Milling Co. Russell-Miller Milling Co.	40 43
Cahokia Flour Co. Centennial Mills, Inc. Chase Bag Co. Colorado Milling & Elevator Co. Commander Larabee Milling Co. 20, Consolidated Flour Mills Co.	42 42 47 17 21	Kiwi Coders Corp. Knappen Milling Co. Kwik Lok Corp. Ladder-Escape Co. of America La Grange Mills Lexington Mill & Elevator	42 34 18 28	St. Louis Flour Mills Inc. Sheridan Flouring Mills, Inc. Smith, J. Allen, & Co., Inc. Standard Brands, Inc. Standard Milling Co. Star of the West Milling Co. Sterwin Chemicals, Inc.	36
Dixie-Portland Flour Co. Dunwoody Industrial Institute Eckhart Milling Co.	9	Lindsey-Robinson & Co., Inc. Lyon & Greenleaf Co., Inc. Miner-Hillard Milling Co. Monsanto Chemical Co.		Systems Eng. & Mfg. Co. Tennant & Hoyt Co. Tidewater Grain Co.	40
Evans Milling Co., Inc. Fisher-Fallgatter Mlg. Co. Fisher Flouring Mills Co.	22 22 36	Moore-Lowry Flour Mills, Inc. Morrison Milling Co. Morten Milling Co. National Yeast Corp.	36 18 15	Urban, George, Milling Co. Wall-Rogalsky Milling Co. Wallace & Tiernan, Inc. Cover Weber Flour Mills Co.	40
General American Transportation Corp General Mills, Inc	36	Nebraska Grain Improvement Assn. New Century Co. New Era Milling Co.	37	Western Star Mill Co. Wichita Flour Mills, Inc. Williams Bros. Co.	19



The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

Judge-"You are accused of hitting vase. Have you anything to say for yourself?"

Prisoner-"Your honor, he threatened me in broken English, so I replied with broken China."



The nurse answered the phone at the inquiry desk. "I'm calling about Thomas Foreman," explained the voice at the other end of the line, "How is he?"

"Oh, he's coming along just fine," replied the nurse, cheerily. "He hasn't run any temperature for several days."

"Can you tell me then," said the voice, "when he'll be allowed to go home?"

"Thursday morning," the nurse answered. "And may I ask who's call-

"You certainly may," the voice re-plied victoriously. "I'm Thomas Foreman. Nobody would tell me a darn thing around here!"



"I suppose you carry a memento of some sort in that locket of yours?" "Yes, it's a lock of my husband's hair."

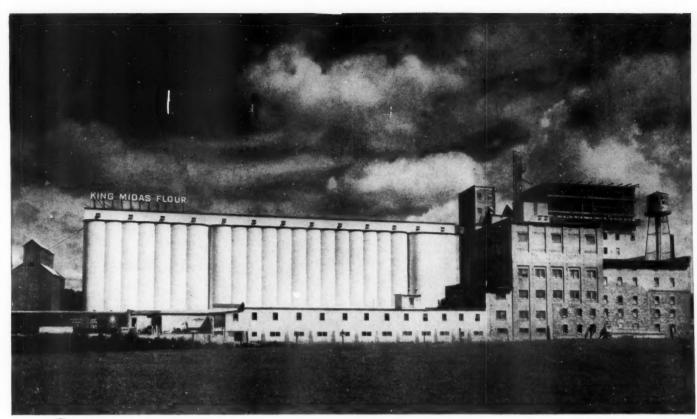
"But your husband is still alive!" "Yes, but his hair is gone."

R FLOUR



For the "Economy of Quality" POLAR BEAR is tops . . . proved by years of good baking results. No wonder this famous brand continues to build new friends in the baking industry year after year.

FOUNDED BY ANDREW J. HUNT-1899



King Midas Flour Mills — Hastings, Minnesota. 9,400 sacks capacity. Mill storage 1,300,000 bu.

36

40

40 3 28

darn

ento

and's

Irs?

TURNS WHEAT TO GOLD With W&T Flour Treatment

Wallace & Tiernan's flour treatment won't turn sacks to gold as did the touch of the mythical king; but when used by the King Midas Flour Mills it tops off careful milling for profitable flour sales.

King Midas uses W&T's technical knowledge and experience in flour treating
—its single line, "one-roof" responsibility —its time-tested products.

- The Dyox[®] Process is used to produce flours of uniform workability. The Dyox Process is the no-waste method of producing chlorine dioxide gas of consistent strength metering the gas not a liquid.
- Novadelox® is used for optimum color removal and best color dress.
- N-Richment-A® is used for vitamin and mineral addition.
- Beta-Chlora® units are used to furnish pin-point pH control.

King Midas Flour Mills is one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



Dyox machine for accurate generation and application of chlorine dioxide gas.

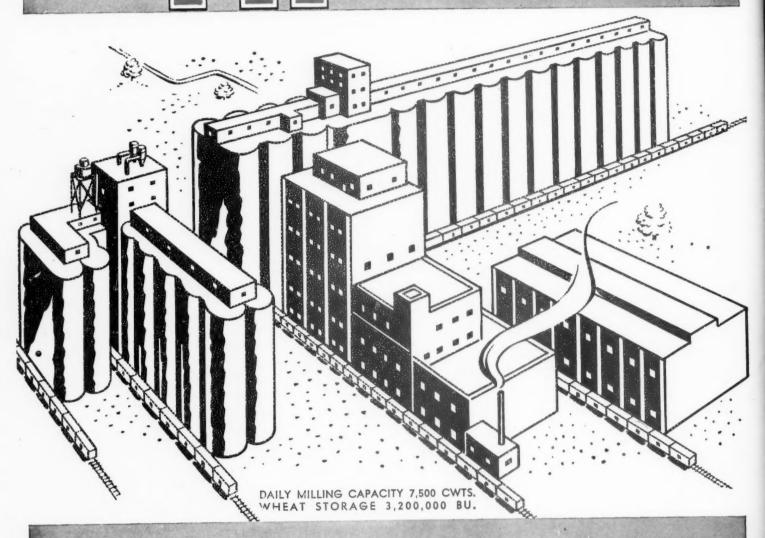


NOVADEL FLOUR SERVICE DIVISION WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY REPRESENTATIVES IN PRINCIPAL CITIES

N-109.64

"If its milled its good flour"



The Island

For the baker who wants the best in the market, it is still I-H, the trademark that has long represented the best that milling skill and scientific knowledge can produce. Let I-H help you make your loaf the best in your market.

ISMERT-HINCHE Milling Company

KANSAS CITY, MISSOURI

